NOVEMBER 6, 1944 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

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Detroit, 2, Michigan

WHAT WOULD YOU LIKE TO KNOW ABOUT RADIO IN IOWA?

The 1944 Iowa Radio Audience Survey Answers Dozens of Questions Like This:

Which radio stations are "listened-to-most" in Iowa—daytime, nighttime—by men, by women—urban, village, farm? In what *counties* is each station "listened-to-most"?

Which stations are "heard regularly" in Iowa? How much time do Iowa people spend with stations named as "listened-to-most", as compared with stations named as "heard regularly"?

Which stations are preferred in Iowa for Newscasts, Farm Newscasts, Farm Editors?

What percentage of urban, village and farm people in Iowa are listening to radio at any given hour period from 5 a.m. to 1 a.m.?

What kinds of programs are preferred by urban, village, farm people in Iowa—by sex—by age-groups?

What kinds of programs *not presently available* would various groups and ages like to hear? At what hours?

Using this book, any advertiser can scientifically plan radio that gets results in Iowa—at lowest cost. . . . Write for your free copy of the 1944 Iowa Radio Audience Survey, conducted by Dr. Forest L. Whan. Address:

WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

B. J. PALMER, President
J. O. MALAND, Manager

FREE & PETERS, INC. . . . *National Representatives*

IN THESE 19
MICHIGAN COUNTIES

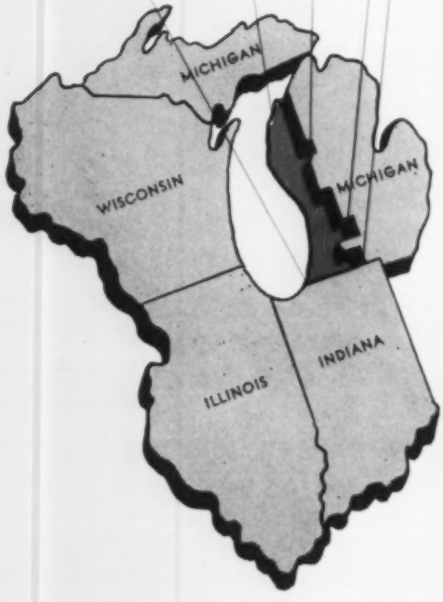
ONE OUT OF FOUR FAMILIES

WROTE WLS

26.1 LETTERS PER 100 RADIO HOMES

IN ONE YEAR, 50,831 letters came to WLS postmarked from 19 counties comprising Michigan's fourth, fifth, and ninth Congressional Districts. There are 194,750 Radio Homes in these 19 counties. Total letters thus equal 26.1 per 100 radio homes or better than ONE OUT OF FOUR.

This tangible proof of WLS listening in 19 Michigan Counties echoes over a broad four-state area, including Metropolitan Chicago. Over a million letters a year constitute our evidence that WLS' down-to-earth entertainment and thorough, painstaking service have built friends for us, will build results for you. For further facts, see WLS or a John Blair man.



NUMBER FOUR in a WLS series of advertisements analyzing the station's intense listener-response, county by county. This ad shows WLS mail from 19 Michigan Counties. Through the series, we are revealing actual mail response and its ratio to radio homes in all of the four states in the WLS Major Coverage Area: Illinois, Indiana, Michigan, Wisconsin.

REPRESENTED BY
JOHN BLAIR & COMPANY

WLS

CHICAGO 7

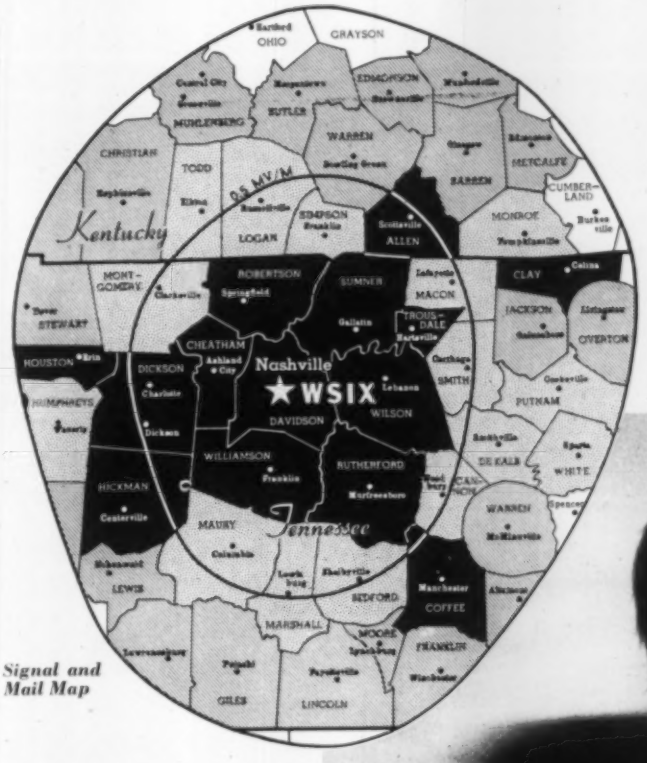
890 KILOCYC
50,000 WA
BLUE NETWC

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK, **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL-DOU



Signal and Mail Map

AMPLE COVERAGE

BLUE and MUTUAL

5000 WATTS
980 Kilocycles

Covers the metropolitan trading area of Nashville

The home life of Nashville is important to the management of WSIX. That's why WSIX has worked to achieve the leadership in daytime audiences from 8 A.M. to 6 P.M. This well operated station makes up its programs from the best selected offerings on Blue and Mutual networks plus an occasional local program of outstanding merit. WSIX has shown a steady listener increase month after month. WSIX COSTS LESS—compare the national rates of Nashville stations and you will see that WSIX is lower in all classifications. The ample coverage WSIX has in the city of Nashville is worth your serious consideration.

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

THE KATZ AGENCY, INC., National Representatives

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

"We now join the Mosquito Network"

● Eight thousand miles from home in the Southwest Pacific, men of Ohio's Fighting 37th had an opportunity to pay a special visit to the home folks . . . *via radio.* Their families heard the news through a front-page story in the Cleveland News, saw the above photo of the boys making the transcription. Several days later, they heard the voices of their boys in a special broadcast over WGAR . . . the station that is proud to be "the Cleveland outlet for the Mosquito Network".

WGAR
CLEVELAND
1220 ON THE DIAL

At a WGAR studio party, families of the men of the 37th received permanent recordings of the voices of their sons, husbands, brothers and sweethearts. Since the southern maneuvers of 1941, the WGAR mike continually has followed our Ohio boys.

A "BIRD'S-EYE" VIEW OF DOWN-TOWN HUNTINGTON, WEST VIRGINIA ... One of the Important Industrial Tri-State Cities

A city ranking high in the nation's industrial roster, Huntington's industrial payroll, alone, will run well over $35,000,000.00 annually. Its population (1940 U. S. Census)—79,836. Such outstanding industries as International Nickel Co., Sylvania Products Inc., Zenith Optical Co., American Car and Foundry, Owens-Illinois Glass Co. and many others have plants in Huntington. A most important market in itself but linked with its sister Tri-State cities (Ashland, Kentucky and Ironton, Ohio), the Tri-State area truly is a market that should be a "MUST" with Time-Buyers. WCMI serves this great section efficiently and economically.

- 228,500 People Live in WCMI's Primary Coverage.
- WCMI Maintains Large Theatre Studios in the Heart of Huntington.

NUNN STATIONS

WCMI	Ashland, Ky. Huntington, W. Va.
WLAP	Lexington, Ky.
WBIR	Knoxville, Tenn.
KFDA	Amarillo, Texas

Owned and operated by Gilmore N. Nunn and J. Lindsay Nunn.

WCMI Mutual Affiliate

— A NUNN STATION —

L. D. NEWMAN, Manager

Ashland, Kentucky

Studios—Ashland, Kentucky . . . Huntington, W. Va.

REPRESENTED NATIONALLY BY THE JOHN E. PEARSON COMPANY

WWL Advt.
Sept. 1940

Today—

When You Think of

NEW ORLEANS

. . . You Think of

The Gateway to Latin American Markets

. . . AND

WWL
NEW ORLEANS

WWL Dominates the NEW Deep South—
Headed for PERMANENT Prosperity

The Greatest Selling Power
In The South's Greatest City

50,000 WATTS
CLEAR CHANNEL

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

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The Weekly Newsmagazine of Radio Broadcast Advertising

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HOLLYWOOD: 1509 N. Vine St. GLadstone 7353.
TORONTO: 417 Harbour Commission Bldg. ELgin 0775.

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What about this thing called "Public Interest"?

We hear a lot of pros and cons concerning this business of "public interest". Perhaps it can even be said that a great many organizations talk convincingly about it, but do nothing about it.

At this network it has always been our contention that "public interest" is a prime requisite for good broadcasting, and of first priority in whatever we do.

We had an opportunity to keep this contention going when we sent our own war correspondent, Howard L. Chernoff, overseas to visit and send back messages from West Virginians fighting our war. The expressions from the folks here at home indicate this act was tops in "public interest". But now that Chernoff is back, we aren't letting it die.

Throughout the state at service club meetings, open forums, and public gatherings Chernoff is telling of his experiences and observations in England and France. A fee is charged for these appearances . . . and . . . the entire receipts (expected to exceed $6000.00) are being divided between the American Red Cross and the USO.

This is just another example as to why the West Virginia Network enables you to reach most West Virginia listeners most of the time.

The West Virginia Network

JOHN A. KENNEDY, President
(On Leave U. S. Navy)

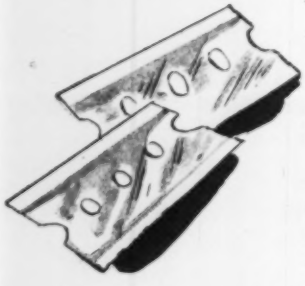
WCHS—Charleston

WSAZ—Huntington

WBLK—Clarksburg

WPAR—Parkersburg

Razor Blades Cut A Swath Through The EAST



More and more are sales-minded advertising managers looking to the Easts (Ed and Polly) to send sales zooming.

And a razor blade manufacturer recently proved once again the sales potency of this early morning show—Breakfast in Bedlam—despite the fact that hundreds of thousands of shaving-age men in this area are away in the armed forces.

One single 50-word announcement brought a 49% greater response than a similar announcement a couple of years back when those hundreds of thousands were still at home.

This is not an isolated case. It is one of many that points to three things—(1) the pre-eminence of the entire Blue Network in the morning field (greatest audience of any of the networks); (2) the mounting popularity of Breakfast in Bedlam; and (3) the new strength and clarity since WJZ moved its transmitting station closer to the millions in the New York trading area who will buy those products they hear about over WJZ.

Yes, 7 million more people are now within the range of the brilliantly clear 50-millivolt signal of WJZ—your strongest voice in the world's richest market.

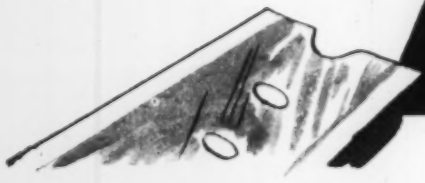
For further details of lowest-cost-per-inquiry ask Blue Spot Sales in New York, Chicago, Detroit, Los Angeles or San Francisco or the Sales Department of

KEY STATION OF THE BLUE NETWORK

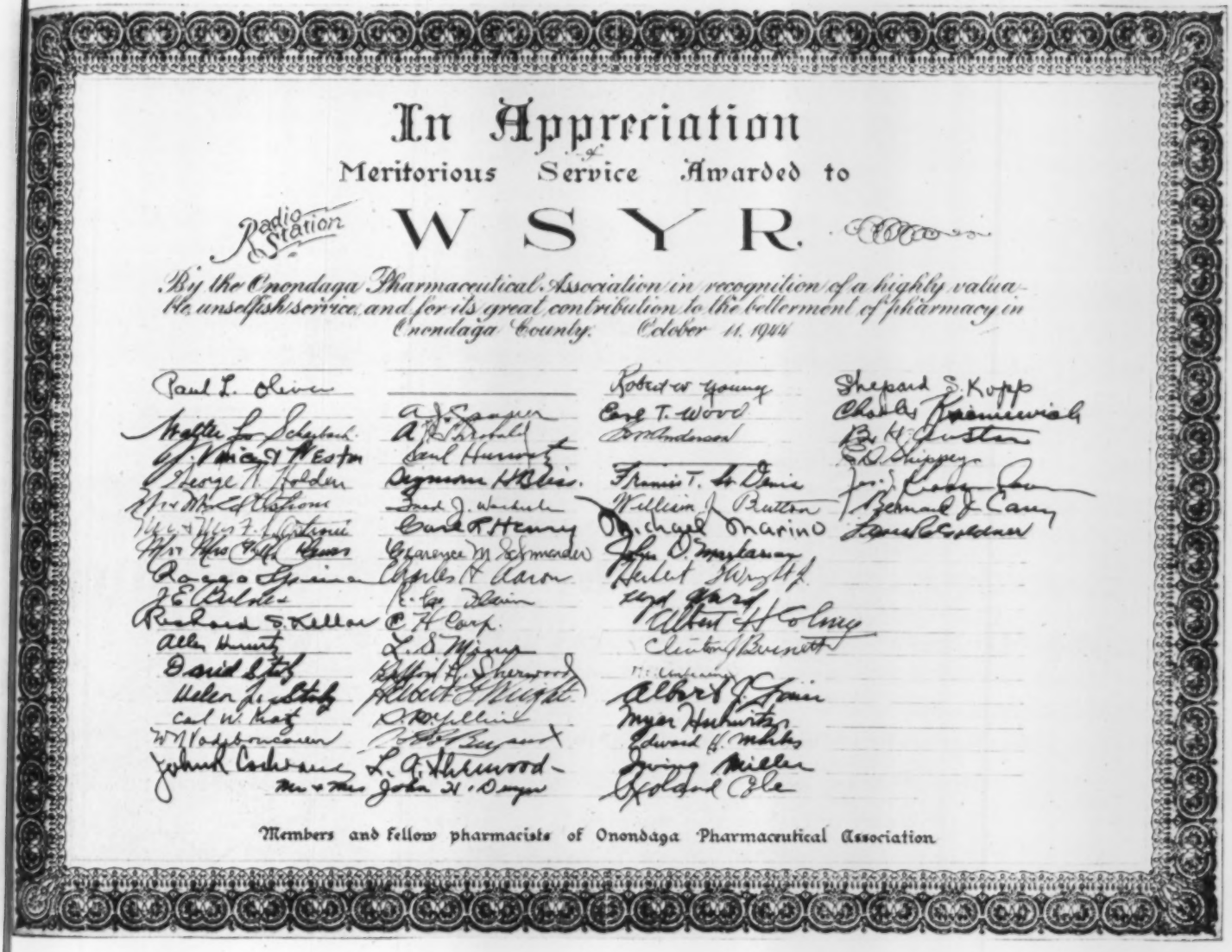
WJZ

770 On Your Dial

Your Strongest VOICE in the World's Richest Market



A PICTURE IS WORTH 10,000 WORDS


In Appreciation
of
Meritorious Service Awarded to
Radio Station
W S Y R.
By the Onondaga Pharmaceutical Association in recognition of a highly valuable unselfish service and for its great contribution to the betterment of pharmacy in Onondaga County. October 11, 1944
Members and fellow pharmacists of Onondaga Pharmaceutical Association

■ This station was established in 1922. From that day to this, our relations with the druggists of Onondaga County have been on a partnership and friendship basis. Their Association's recognition of us — the spontaneous tribute pictured above — is a fitting climax to this fine and lasting partnership.

Station **WSYR** Syracuse, N. Y. 5000 Watts. 570 KC. Basic NBC. Associated with **WTRY** (Troy-Albany-Schenectady) **WKNE** Keene (Vt.-N. H.) **WELI** New Haven

NOTE: *The time to start building a postwar franchise in any of our markets is getting increasingly short. Tomorrow may be too late. Better get in touch with us now.*

"I wonder why in the world Mr. Blunk wanted me to 'hop' over to F&P?"

- Maybe Mr. Blunk wanted Thistlewaite to pick up a detailed analysis of the station situation in ten or twenty markets—maybe a list of availabilities—maybe a bunch of transcribed program ideas.

Whatever it was that Mr. Blunk wanted from F&P—he'll get it! And so can you, *anytime!*

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
IOWA	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
SOUTHEAST	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
SOUTHWEST	
KOB	ALBUQUERQUE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
PACIFIC COAST	
KOIN	PORTLAND
KIRO	SEATTLE
KFAR	FAIRBANKS, ALASKA
and	WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 **NEW YORK:** *444 Madison Ave.* Plaza 5-4130 **SAN FRANCISCO:** *111 Sutter* Sutter 4353 **HOLLYWOOD:** *6331 Hollywood* Granite 3615 **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

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FCC Tackles Conflicting Space Demands

Close of Hearings Leaves Many Problems

By BILL BAILEY

HAVING adjourned sine die the most comprehensive hearings on spectrum allocations since the radio art's advent, the FCC settles down this week to resolve conflicts in frequency demands of present and prospective radio users, with the demand for facilities exceeding the supply manyfold.

At the final session last Thursday, winding up five weeks of testimony, the Radio Technical Planning Board tossed into the Commission's lap revised spectrum allocation recommendations above 23.5 mc, developed by Panel 2 (frequency allocation), the preceding evening. This encompassed the best judgment of the nation's leading radio engineers and scientists, designed to be in accord with the weight of the testimony presented during the momentous hearings, which spanned the usable radio spectrum from 10 to 30,000,000 kc.

Whether the recommendations of Panel 2, presented at the wind-up Thursday session by Dr. C. B. Jolliffe, panel chairman, RCA engineering executive and former FCC chief engineer, will prevail in the allocations ultimately evolved, was pure conjecture as the hearings ended. Despite the desire to whip recommendations into shape swiftly, it was evident that the job of analyzing the welter of technical and scientific testimony might take several weeks or even months.

New Data Revealed

The whole tenor of the proceedings, particularly as to new broadcast services, appeared to shift with the development of hitherto classified technical data on propogation in that portion of the spectrum coveted by both FM and television. There remained to be reconciled, moreover, the finish-fight between "upstairs" and "downstairs" spectrum protagonists of television.

Here were the final recommendations of Panel 2 on important broadcast services:

Television—7 channels, 6 mc wide, 60-102 mc, sharing all but first and third channels with non-Government emergency services; 11 channels, 6 mc wide, 152-218 mc, sharing 10 with Government and non-Government services, channels to be broken into A, B, C and D areas for geographical separation.

Experimental television and television relay—460-956 mc.

FM—75 channels, 200 kc wide, 43-58 mc.

Facsimile—450-460 mc (when air navigation aids are discontinued after war).

Amateurs—27-29 mc; 58-60; mc; 144-148 mc; 218-225 mc; 420-450 mc (when air navigation aids are discontinued after war); 1125-1225 mc; 2500-2700 mc; 5200-5750 mc; 10,000-10,500 mc; 21,000-22,000 mc.

Relays—700-900 mc (with experimental television); 1600-1900 mc (sharing with Government); 1900-2300 mc; 3900-4550 mc; 5750-6800 mc; 6800-7200 mc; 10,500-13,000 mc; 16,000-18,000 mc; 26,000-30,000 mc.

Whether the FCC will consider allocations at its next meeting Thursday was problematical. Allocations must be submitted by the Commission to the Interdepartment Radio Advisory Committee to resolve conflicts with Government needs before they become final. It may be months before the FCC can allocate portions of the spectrum, inasmuch as considerable propagation data in the higher frequencies still is classified by the military.

Other FCC allocation stories will be found on pages 23, 28, 66, 68, 71.

Meantime the State Dept. is understood to be pressing the FCC for recommendations, at least in part, by Dec. 1, preparatory to a World Telecommunications Conference.

In concluding the hearing last Thursday, Chairman James Lawrence Fly paid high tribute to radio as a whole and the RTPB in particular (see text below).

War Problems

"Our task has been difficult because of wartime restrictions," said Dr. Jolliffe. "Because of the unknown factors it has been necessary for Panel 2 to paint with a broad brush and leave many of the details to the FCC. I believe we have arrived at a place at which there is a minimum of overlap between services and with the Government."

He explained that below 30 mc the Panel "has not progressed any farther than we had at our first appearance". That portion of the spectrum from 10-23,500 kc represents the "unfinished business" on the Panel 2 agenda, he added. At the Wednesday night meeting, 21 of the 26 voting members were present, as well as a "number of official observers", said Dr. Jolliffe.

Panel 2 suggested that 23.5-27 mc be set aside for industrial applications, Dr. Jolliffe explaining there was "considerable concern over harmonics". Chairman Fly interrupted to suggest that the manufacturers of diathermy machines be given a "two-year latitude" to eliminate interference from the machines. The electro-medical manufacturers had requested frequencies as the solution to curbing interference rather than shielding.

Military Meeting

An anticipated stormy final hearing session did not materialize. During the Panel 2 meeting Wednesday night it developed that Dr. Jolliffe, acting as a "committee of one", planned to read into the record a letter formulated by certain manufacturers represented on Pan-

(*Continued on page 60*)

Text of Chairman Fly's Concluding Statement . . . .

THIS CONCLUDES our hearings in Docket No. 6651. But I do not want the record to be closed without saying a few words of appreciation to the many hundreds of engineers, executives, and others in all branches of the radio and allied industries who have helped to make these hearings so outstanding a success. Further, I would like especially to thank the men of the Radio Technical Planning Board, from Dr. Baker on down, who have organized this tremendous industry effort, brought it into focus here, and made possible the thorough, orderly consideration of the many crucial problems involved in postwar allocations.

For six weeks now, we have been engaged in the significant joint enterprise of thinking together with respect to postwar allocations. I venture to suggest that seldom in the history of regulatory agencies has such full, frank, and unstinting cooperation been offered by industry to Government. We in the Commission, in turn, both at the staff level and on the bench, have sought to reciprocate in some measure that spirit of cooperation.

Through the years, at industry meetings and elsewhere, we have been heard to lament the fact that broadcasting in the past has, like Topsy, "just growed", and I have frequently expressed the hope that some day, somehow, it would be possible for Government and industry to sit down together, go over the entire spectrum, channel by channel, and come up with a plan which, even though it does not entirely *satisfy everybody*, at least appeals to everybody as a fair and honest structure within the limits set by the spectrum itself.

To realize such a plan, one essential condition had to be met—namely, generous and unselfish work on the part of all those, whether in Government, or in indsutry, who had contributions to make to the end result. That generosity has been displayed, not merely in the hearing room, but also in the subcommittee meetings, committee meetings, panel meetings, and board meetings of the Radio Technical Planning Board.

May I also thank those non-industry groups—the educators, amateurs, police, fire departments, industry and medical, the representatives of other Government agencies, and many others who have worked along with us on this undertaking. Their assistance has been most welcome.

The Commission will now proceed to consider the various proposals with respect to postwar allocation of frequencies. Our consideration will be based upon a record which I feel sure is the fullest and most satisfactory in the history of radio broadcasting. Many of the decisions we will have to make will present a high order of difficulty; but I can assure you that we approach our task with only one objective in mind—to achieve an allocation pattern which will best serve all the vital interests concerned.

Kobak Entry Presages MBS Changes

Dropping of Non-Profit Cooperative Setup May Develop

By BRUCE ROBERTSON

APPOINTMENT of Edgar Kobak as president of Mutual, announced last week by the network's board of directors, may presage sweeping changes in Mutual's present co-operative non-profit structure, possibly a complete reorganization to bring it in line with other networks.

Mr. Kobak, who resigned as executive vice-president of the Blue Oct. 21, will assume the Mutual presidency Nov. 20 following a vacation. He succeeds Miller McClintock, who leaves MBS Nov. 17 after two years as the network's first paid president. Mr. McClintock has not announced his plans.

It was learned reliably that Mr. McClintock was slated to serve out these two years with MBS, with the option period on his contract up Oct. 1, but that the death of W. E. Macfarlane, WGN vice-president who was a member of the Mutual board and chairman of the Executive Committee, opened the way for organizational changes, Mr. McClintock's retirement the first among them. His contract, it was said, was bought up by MBS at the rate of $15,000 per year for the two years.

Operational Study

First task Mr. Kobak will undertake at Mutual is a study of the complete organizational and operational setup. After that he will make his recommendations to the board, which has given him a free hand in conduct of the network's affairs and has assured him that whatever course he lays out will be followed. Mr. Kobak said last week he does not know whether the present MBS setup is the best one. He will make no decisions and recommend no changes until he has completed his study.

In his official statement accepting the post, Mr. Kobak said: "I feel very humble about my expanded opportunity to serve the listening public in the new horizons and larger opportunities which lie ahead. We have a free radio. It is up to us to keep it free in order to make America a stronger and better informed nation. The challenge is there. I will do my best to help Mutual become the leader, to work to make all broadcasting service better and build the industry. The listener is my boss. I want to be a good servant. Our immediate job is to help win the war."

The Mutual board, in making the announcement, stated: "As Mutual enters its second decade we feel particularly fortunate in securing Edgar Kobak to help us carry out plans to improve our service to the American people. Fine strides have been made by our network under the leadership of recently resigned President Miller McClintock.

"It is our intention to build the finest broadcasting system, to become the leader in all phases of service, to live up to the responsibility that is ours under the American system of broadcasting. We plan to develop all future services made available through the progress of the electronic art, such as FM, television and facsimile. We feel that under the direction of our new president who has had broad experience in the fields of publishing, advertising and broadcasting, we will achieve the high goal that we have set for ourselves.

"We begin this new decade with renewed vigor and confidence. Mutual plans to enlarge its organization and will put particular emphasis on programming, determined to supply the listening public with the finest diversified program schedule ingenuity and money can produce. We want to make freedom to listen worthwhile."

Not Happy at Blue

Mr. Kobak said his resignation from the Blue is without hard feelings on either side, expressing the highest friendship for Edward J. Noble, Blue board chairman, and the other executives with whom he has worked to build that network since its separation from NBC. He left because he wasn't happy under the new setup, he said.

Mr. Kobak said he is retaining his stock holdings in the Blue for the present, adding that he also owns stock in RCA and General Electric Co., both of whom are also engaged in the broadcasting business.

It was learned that unlike Mr. McClintock, Mr. Kobak has no contract with Mutual, but is joining the network on the more usual arrangement of continuing as long as both parties are satisfied. His salary was not disclosed, but is reported to exceed the sum he was receiving from the Blue, understood to be $55,000 a year, and the $60,000 which MBS reportedly paid Mr. McClintock.

It is anticipated that any reorganization of Mutual instituted by Mr. Kobak will involve strengthening rather than changing the present personnel, with none of the wholesale firing and hiring that frequently follows such a change. In the reorganization of the Blue following its separation from NBC, Mr. Kobak and Mark Woods, Blue president, built their staff largely from the NBC people who had worked on Blue affairs while that network was part of NBC, and it is expected Mr. Kobak will follow the same procedure in his new position, building on the foundation laid by Mr. McClintock rather than making an entirely fresh start.

New Bruck Account

UNICORN PRESS, Brooklyn, publishers of Funk & Wagnall's *New Standard Encyclopedia*, and a user of spot radio for mail order promotion, has named Franklin Bruck Adv., New York, as agency, effective Jan. 1, 1945. Spot radio campaign is being included in plans to be submitted for client's approval.

Eight-in-One Spot

EIGHT-IN-ONE Co., Chicago (cold tablets) began sponsorship Oct. 30 of the Cedric Foster newscasts thrice weekly on WGN Chicago. Contract for 13 weeks was placed by H. W. Kastor & Sons, Chicago.

Cub's Games on WIND

WIND Chicago has signed the Chicago Cubs for the 1945 major league season broadcasts. Games were previously broadcast on WJJD Chicago.

NETS GIVE LABOR RECORD AIR TIME

AN ARRANGEMENT by the CIO to receive time for 52 weekly programs during 1945 over three networks, paralleling a similar series previously announced by the AFL, will give to organized labor its biggest radio year in history.

Tentative schedules announced by CIO call for a 13-week series on CBS starting Saturday, Jan. 6 at 3:45-4 p.m., accompanied and followed by a 26-week series on Blue beginning Saturday, Jan. 6 at 6:45-7 p.m., followed by a 13-week series on NBC at a date and time to be determined.

In addition, Mutual will provide spot broadcasts from time to time, the network declaring it "has adopted no policies of making commitments of free time to labor or to special organizations" and that it "has always been alert to carrying special features and events of the AFL, CIO, other labor organizations and those representing management, and will continue to follow this policy in the future".

CIO has not yet decided on the exact format of its programs for 1945 but Len De Caux, publicity director, said they would incorporate dramatic interest and news value. It is understood that prominent talent will be employed in producing the shows which are expected to bring for the first time to labor programs the audience-attracting features of highly rated commercial programs.

A 52-week series has been allotted the AFL by the three networks. Two types of programs have already been announced, one entitled *Labor Forum* and another *Help Wanted* [BROADCASTING, Oct. 30].

Emerson Auditioning

EMERSON Radio & Phonograph Corp., New York, which on Nov. 19 discontinues *You Can't Take It With You* on MBS Sunday 5-5:30 p.m. after a 13-week run, is working on plans for another program, with decision still pending as to whether to retain the Mutual spot. Agency is William H. Weintraub & Co., New York.

ANA to Consider Aids for Business

Annual Meeting Also to Study Reconstruction Problems

A STUDY of the functions of advertising made under the supervision of the Assn. of National Advertisers, showing how business can most effectively use advertising in all its human relationships, will be presented at the Thursday morning session of the ANA annual meeting, to be held Nov. 15-17 at the Hotel Biltmore, New York [BROADCASTING, Oct. 30].

At the same session, Marion B. Folsom, director of the House Special Committee on Postwar Economic Policy & Planning and treasurer of Eastman Kodak Co., will outline some of the major problems of the reconstruction period, with emphasis on those affecting marketing. Willard S. French, president, Brooke, Smith, French & Dorrance, will discuss postwar competition at this session, reporting on a survey of this subject.

Trade Mark Session

Thursday afternoon will be devoted to reports on what is being done to acquaint the public with the value of the trade mark system. Speakers include: Frank Braucher, president, Periodical Publishers Assn.; A. P. Buckingham, vice-president, Cluett, Peabody & Co.; T. H. Mueller, president, Julius Kayser & Co.; E. L. Olrich, assistant to the Secretary of the Treasury and president, Munsingwear Co.; George Russell, president, John B. Stetson Co.

On Friday morning, Dr. Claude Robinson, president, Opinion Research Corp., will give the results of a nationwide ANA poll of public opinions toward business and advertising, showing what the public thinks about war theme and "national interest" advertising as well as postwar product advertising. A survey of farmers' attitudes, now being made for ANA by Crossley Inc., and a Treasury Dept. survey of the public's plans for redeeming war bonds will also be reported on at the Friday morning session.

Thursday and Friday sessions will be open to agency and media guests as well as ANA members, while the Wednesday sessions will be for members only and will include the annual business meeting, committee reports, etc. David R. Osborne, sales training director, Studebaker Corp., and Albert Haring, professor of marketing, Indiana U, will address the closed session.

Express Move

AMERICAN EXPRESS Co., New York, has shifted to J. M. Mathes Inc., New York, advertising for Travelers Cheques, promoted until earlier this year on *Cheque Your Music*, recorded feature on about 12 stations, and now advertised only via a news program on WABC New York. Caples Co., New York, continues to handle money orders, foreign exchange, and travel.

Fly Leaves FCC Nov. 15 to Practice Law

Porter and Reinsch Mentioned as Successor

By SOL TAISHOFF

ANY LINGERING doubt about the decision of James Lawrence Fly to leave the FCC chairmanship was dispelled last Thursday. Mr. Fly personally confirmed reports repeatedly published in BROADCASTING that he would leave the Commission Nov. 15 and establish law offices in New York (see cut).

Promptly upon the close of the momentous spectrumwide allocation hearings last Thursday forenoon, Mr. Fly implied that the President already has accepted his resignation. The FCC Chairman had attempted to resign weeks—even months—ago but was prevailed upon by the President to remain, the last time until completion of the allocation proceedings which will shape the whole future of broadcasting and other radio services, including FM, television and facsimile.

Two Vacancies

The resignation of embattled "Larry" Fly leaves two vacancies on the FCC, the other having been created by the retirement last July 1 of Commissioner T. A. M. Craven, the Chairman's almost constant adversary on policy matters, to become vice-president of the Cowles Broadcasting Co. The Craven vacancy, a Democratic one, is for the seven-year term which would end July 1, 1951. The appointment of Mr. Fly's successor would be for a term ending July 1, 1949. His successor could be named as a Commissioner; the President has the authority under law to select the Chairman from among the seven FCC members.

It is no secret that Mr. Fly's resignation after 15 years in Government service was motivated by a desire to recoup his personal fortunes. It is expected he will engage in a general law practice, but will specialize in the utility and communications fields. His successor, as well as an appointee to fill the Craven vacancy, probably will be named prior to or coincident with the convening of Congress on Nov. 14, assuming a Democratic victory.

Mr. Fly's terse announcement last Thursday confirmed in all particulars the report in BROADCASTING Oct. 9 and in previous issues.

"I am leaving the FCC on Nov. 15 to enter private practice of law in New York City with offices at Suite 1444, 30 Rockefeller Plaza," the Chairman said.

There were no new names to add to the list of possible successors to Mr. Fly beyond those published in recent issues of BROADCASTING—assuming a Democratic victory. But there were new prospects for the Craven vacancy.

Heading the list for chairman is Paul A Porter, publicity director of the Democratic National Committee, an ardent New Dealer, and former CBS attorney. He has the blessing of Mr. Fly. Mr. Porter, when queried by BROADCASTING late last week, denied that he had "accepted" the FCC chairmanship and preferred not to discuss the possibility of acceptance in the immediate future. He reiterated previously expressed views that he is more interested now in getting "some sleep" than anything else.

But there are other names in the speculation, too—including incumbent members of the Commission. Outside the FCC membership are such personages as J. Leonard Reinsch, radio director under Mr. Porter on the Democratic Committee, on leave from his post as managing director of the Gov. James M. Cox stations (WSB, WIOD, WHIO); Leighton H. Peebles, chief of the WPB Communications Division; John D. Biggars, Libby Owens Ford Co., Toledo, an ex-Government official; and Julius Albert (Cap) Krug, chairman of WPB and a former FCC common carrier expert.

Stephen Early, press and radio secretary to the President, also was projected last week as a possible Fly successor. It isn't doubted Mr. Early could have the job if he wanted it, but there was considerable question about his desire for a post that would simply exchange one hot seat for another. A member of the secretariat since the first Roosevelt term, Mr. Early probably would be disposed to look for a change after Jan. 1. It would not surprise some in radio to see him named successor to J. Harold Ryan as president of the NAB.

Mr. Porter, it was thought, will accept the chairmanship if offered. The 40-year-old Kentuckian, who has had wide experience both in and outside of Government, would be a popular choice with practically all those in radio. The same would hold for the 36-year-old Mr. Reinsch, but it is doubted whether both would be named to the Commission because of the similarity of their backgrounds and more particularly their identity with the Democratic Committee during the campaign.

Lt. E. K. Jett, FCC member and its former chief engineer, although bearing the political label "Independent", is highly thought of and might be elevated to the chairmanship under either a Republican or Democratic administration. Paul A. Walker, a charter member of the FCC and an Oklahoma Democrat, is an aspirant as is the leftist C. J. Durr, Alabama Democrat, who has the stout support of the CIO Political Action Committee, with which his wife is affiliated, as well as the radical New Deal forces.

Denny Is Mentioned

Emergence of Charles R. Denny, 32-year-old FCC general counsel, as a possible appointee developed last week, coincident with Mr. Fly's announcement. Mr. Denny's elevation on a merit basis, along with that of Rosel H. Hyde, assistant general counsel in charge of broadcasting, now is being discussed in Administration circles. Neither is regarded as a prospect for the chairmanship, but either might well fill the Craven vacancy, it is thought.

Mr. Denny has fought side by side with Chairman Fly during the grueling legal and legislative battles on the network regulations and on proposed revision of the Communications Act. He has been the Chairman's closest advisor. He has been general counsel for the past two years, having been promoted from the assistant general counselship.

Mr. Hyde, an Idaho Republican, had been considered for the vacancy filled by Lt. Jett last year. He was on the staff of the original Radio Commission and has been a top broadcast attorney with the FCC since its creation in 1934, becoming assistant general counsel in October 1942.

A likely development, it is thought, would be the naming of Mr. Walker as acting Chairman pending the appointment and confirmation by the Senate of the new appointees. It is doubted whether the Senate, convening as it does on Nov. 14, could confirm a new Chairman before Mr. Fly's retirement the following day, even if the nominations were made promptly.

A Republican victory this week probably would mean infusion of new blood into the FCC. Commissioner Norman S. Case, former Republican Governor of Rhode Island, who also has served on the FCC since its creation 10 years ago, would be the logical chairmanship choice on the basis of experience and seniority, it is felt.

House May Drop Probe

With the retirement of Mr. Fly, who has been embroiled in as much controversy as almost any New Deal official, speculation also cropped up over possible quick termination of the House Select Committee inquiring into the Commission. The investigation was premised largely upon Mr. Fly's stewardship, and grew out of the running fight between the chairman and Rep. E. E. Cox (D-Ga.), first chairman of the investigating committee, who resigned because of pressures engendered largely by Chairman Fly, Mr. Durr and the *Washington Post*.

Since the resignation of Rep. Cox, Rep. Clarence F. Lea (D-Cal.), chairman of the Interstate & Foreign Commerce Committee, has served as chairman of the Select group. While he has made no statement, it long has been thought that Chairman Fly's resignation would eliminate the most important single factor in the investigatory proceedings and that the Committee might not be disposed to ask for

(*Continued on page 18*)

THIS POSE of James Lawrence Fly in action is familiar to both sides of Capitol Hill. When this shot was made, the retiring FCC Chairman was testifying before the Senate Interstate Commerce Committee just a year ago (Nov. 3, 1943) against the White-Wheeler Bill, and what he then called the "stooge NAB".

CORRECTION

—by Fly

Suite 1444 | Nov 15th
30 Rockefeller
Circle 7-3040

BROADCASTING, Oct. 30, speculating on the reported retirement of James Lawrence Fly from the FCC chairmanship to enter the private practice of law, stated that Mr. Fly had leased Suite 613 in the RCA Bldg., 30 Rockefeller Plaza, New York, for headquarters. This was in error, and is corrected herewith by Mr. Fly himself. Above, in the Chairman's handwriting, is a note handed to BROADCASTING'S Bill Bailey following the allocations hearings which adjourned last week. The note establishes that Mr. Fly's new offices will not be in Suite 613, but in Suite 1444; that the telephone number will be CIrcle 7-3040; and serves to confirm the long-reported resignation of Mr. Fly. Had Mr. Fly moved into Suite 613 in the RCA Bldg., as erroneously conjectured here last week, doubtless he would have been sharing quarters with Niles Trammell, president of NBC, which occupies the entire sixth floor.

OHIO AND KENTUCKY broadcasters who attended the Oct. 28 NAB meeting held at WAVE Louisville included: Front row (l to r): George Partridge, Ray Shannon of WHAS; George Patterson, WAVE; Lee Coulson and Harry Calloway, WHAS; Fred Palmer, WCKY; Walter Callahan, WSAI; Paul Wagner, WPAY; Don Ioset, WMOH; E. Y. Flanagan, WSPD; and C. E. Arney of NAB. Middle Row: A. W. Marlin, WHAS; Porter Smith, WGRC; R. D. Borland, WHK-WHKC; Jack Kelly, WCOL; James D. Shouse, new director, WLW; Nathan Lord, retiring director, WAVE; Vernon Pribble, WTAM; Neal Smith, WLW; Harry Camp, WGAR; Bob Morrison, WMRN; Arch Shawd, WTOL; Ralph Elvin, WLOK; and Robert T. Mason, WMRN. Back Row: J. M. Wynn, WHAS; James Sheehy and Joe Eaton, WHAS; Lindsay Nunn, WLAP; Ed Willis, WLAP; Ken Church, WKRC; G. F. Bauer, WINN; Bob Dunville, WLW; Harry McTigue, WINN; Frazier Reams, WTOL; and Charles C. Leonard, WAVE.

Grauer Wins Top H. P. Davis Award

Banghart, Hanes, Serrell, and Wells Win Regional Prizes

BEN GRAUER, announcer for *Information Please, NBC Symphony* and *Mr. & Mrs. North* as well as other high-ranking programs, was presented with a gold medal and $300 as national winner of the 1944 H. P. Davis Memorial Announcers' Award on a special broadcast on NBC last Thursday, on which the names of the four sectional winners and those receiving honorable mentions were also announced.

Awards, established in 1933 by Mrs. H. P. Davis in memory of the late Mr. Davis, are open to staff

Mr. Grauer

Mr. Banghart

announcers on NBC stations, samples of whose work in news reporting, ad libbing and straight announcing are made "off the air" without the announcer's knowledge. Mrs. S. B. Rockwell, daughter of Mr. and Mrs. Davis, and Frank E. Mullen, NBC vice-president and general manager, spoke on the broadcast, on which the winning announcers were also heard.

Sectional winners, each of whom received an inscribed ruby ring, are: Kenneth Banghart, WRC Washington, top announcer among entrants from NBC owned and operated stations; Bob Hanes, WGY Schenectady winner from clear channel outlets; Ned Serrell, KDYL Salt Lake City, best among regional channel affiliates; Jack Wells, KODY North Platte, Neb., winner in the local frequency group. In winning the regional award in Salt Lake City, Mr. Serrell gave KDYL its second announcer award in two years, inasmuch as John Woolf won the Davis contest a year ago. Mr. Woolf is now in the Navy.

Mr. Serrell

Honorable mentions were awarded as follows: National: Gil Verba, KOA Denver; Ted Meyers, KFI Los Angeles; owned and operated: Ed Herlihy, WEAF New York; Charles Lyon, WMAQ Chicago; Clear Frequency: Paul Shannon, KDKA Pittsburgh; Carl Caruso, WBZ Boston; Regional Frequency: Tom Carnegie, WGL Fort Wayne, Ind. Each received a certificate, with another going to his station. Judges in the competition were NBC producers Walter Bunker, Don Clark, Vic Hunter, Bob Seal and John Guedel.

Lydecker Named V-P

GARRITT LYDECKER, a contact man on Lever Bros. at Young & Rubicam, has been named a vice-president and will supervise Swan soap account, succeeding Gordon Cates, now general manager, Y&R radio division.

Shouse to Head District 7 for NAB; Ohio Broadcasters Name Mason, Shawd

IN THE FIRST district meeting held since the NAB's annual meeting and war conference in Chicago last August, James D. Shouse, vice-president of Crosley in charge of the broadcasting division, Oct. 28 was unanimously elected a director for District 7 (Kentucky, Ohio), succeeding Nathan Lord, WAVE Louisville, at a district meeting in Louisville. Mr. Shouse thus returns to the NAB board on which he had served two terms as director-at-large, representing large stations. The term is for two years, with Mr. Shouse taking office following the 1945 NAB convention.

Prior to the next NAB annual meeting or war conference, elections of district directors will be held in eight other odd-numbered districts. The next conference, following regular procedures, would be held sometime in 1945, presumably during the summer. New Orleans tentatively has been selected as the convention city, war conditions permitting.

Mr. Shouse was unopposed as district director and Mr. Lord was not a candidate to succeed himself.

Coincident with the NAB district meeting, the Ohio State Broadcasters Assn. elected Robert T. Mason, WMRN Marion, O., president; Arch Shawd, WTOL Toledo, vice-president, and Carl Everson, WHKC Columbus, secretary-treasurer.

C. E. Arney Jr., secretary-treasurer of the NAB, attended the Louisville session and reviewed radio activities on the home and war fronts.

Attending the NAB district session were:

Mr. Shouse, Robert Dunville, Neal Smith, WLW; Frazier Reams, Mr. Shawd, WTOL; Lindsay Nunn, Ed Willis, WLAP; Lee Coulson, A. W. Marlin, Harry Calloway, James Sheehy, Joe Eaton, J. M. Wynn, George Partridge, Ray Shannon, WHAS; Don Ioset, WMOH; E. Y. Flanagan, WSPD; Ralph Elvin, WLOK; Mr. Mason, Bob Morrison, WMRN; Fred Palmer, WCKY; Walter Callahan, WSAI; Paul Wagner, WPAY; Porter Smith, WGRC; Jack Kelly, Kenneth Johnston, WCOL; Vernon Pribble, WTAM; Ken Church, WKRC; Harry Camp, WGAR; R. D. Borland, WHK-WHKC; Mr. Lord, George Patterson, Charles C. Leonard, WAVE; Mr. Arney, NAB; T. B. Baker, WLAC; Harry McTigue, G. F. Bauer, WINN; Jim Downing, United Press; Mark Ethridge, *Louisville Courier-Journal*.

HOPE AND FIBBER LEAD IN EVENING

BOB HOPE heads the list of the "First Fifteen" programs in the Oct. 30 report on evening network Hooper ratings released by C. E. Hooper Inc., New York, *Fibber McGee & Molly* is second, and Walter Winchell third. Fourth place goes to *Radio Theatre*, which is followed respectively by Charlie McCarthy, Abbott & Costello, Jack Benny, *Mr. District Attorney*, Eddie Cantor, Hildegarde, *Screen Guild Players*, H. V. Kaltenborn, *Truth* or *Consequences*, *Your Hit Parade*, *Take It or Leave It*.

Radio Theatre has the highest sponsor identification index—88.8, with 88.7 giving the correct product; 0.1 naming another product; 0.6 giving the wrong sponsor, and 10.6 unable to name a sponsor.

1,000,000 WORDS

FCC Hearings Consume 4,559 Pages of Testimony

A TOTAL of 258 witnesses presented more than 1,000,000 words of testimony, plus 529 exhibits, during the FCC spectrumwide allocation hearings which closed last week. The printed record consumed 4,559 pages, averaging 240 words per page, according to Ward & Paul, Washington court stenographers who handled the hearings. Three stenographers, working in relays, were required to record the voluminous testimony.

Although some witnesses were on the stand three or four hours, others took but 10 or 15 minutes while some 30 of the total submitted prepared statements to conserve time. With few exceptions the entire Commission sat throughout the hearings, which began at 10:30 a.m. Sept. 28 and closed at 10:55 a.m., Nov 2, taking 24 hearing days.

Cost of the record to witnesses was 30c a page for the copy, or $1,367.70, plus $50 per week, or a total of $250 each additional complete set.

The hearings were conducted by Charles R. Denny, FCC general counsel, and George P. Adair, chief engineer, assisted by members of their respective staffs. Harry Plotkin, assistant general counsel and chief of the Law Dept. Litigation Section, organized the preliminary work.

Sarnoff Back

COL. DAVID SARNOFF, on leave as RCA president serving as special consultant to the communications branch, public relations office, SHAEF, has returned to the U. S., but is still on active military duty.

Everitt Heads IRE

DR. WILLIAM L. EVERITT, Chief, Operational Research Branch, U. S. Signal Corps, last week was elected president of the Institute of Radio Engineers, succeeding Prof. Hubert M. Turner of Yale U. Other officers named were: Dr. Hendrick J. Vander Bijl of Johannesburg, South Africa, vice-president; Stuart L. Bailey, Keith Henney and Dr. Benjamin E. Shackleford, directors.

News Chiefs to Pearl

TO CONFER with naval officers about most effective methods of radio coverage of the Japanese naval war, news chiefs of the four networks—G. W. Johnstone, Blue; Paul White, CBS; John Whitmore, MBS, and William Brooks, NBC—will leave for CINPAC headquarters at Pearl Harbor shortly after election, to be gone about 10 days. Mr. Brooks has postponed his scheduled European trip.

New Emerson Mystery

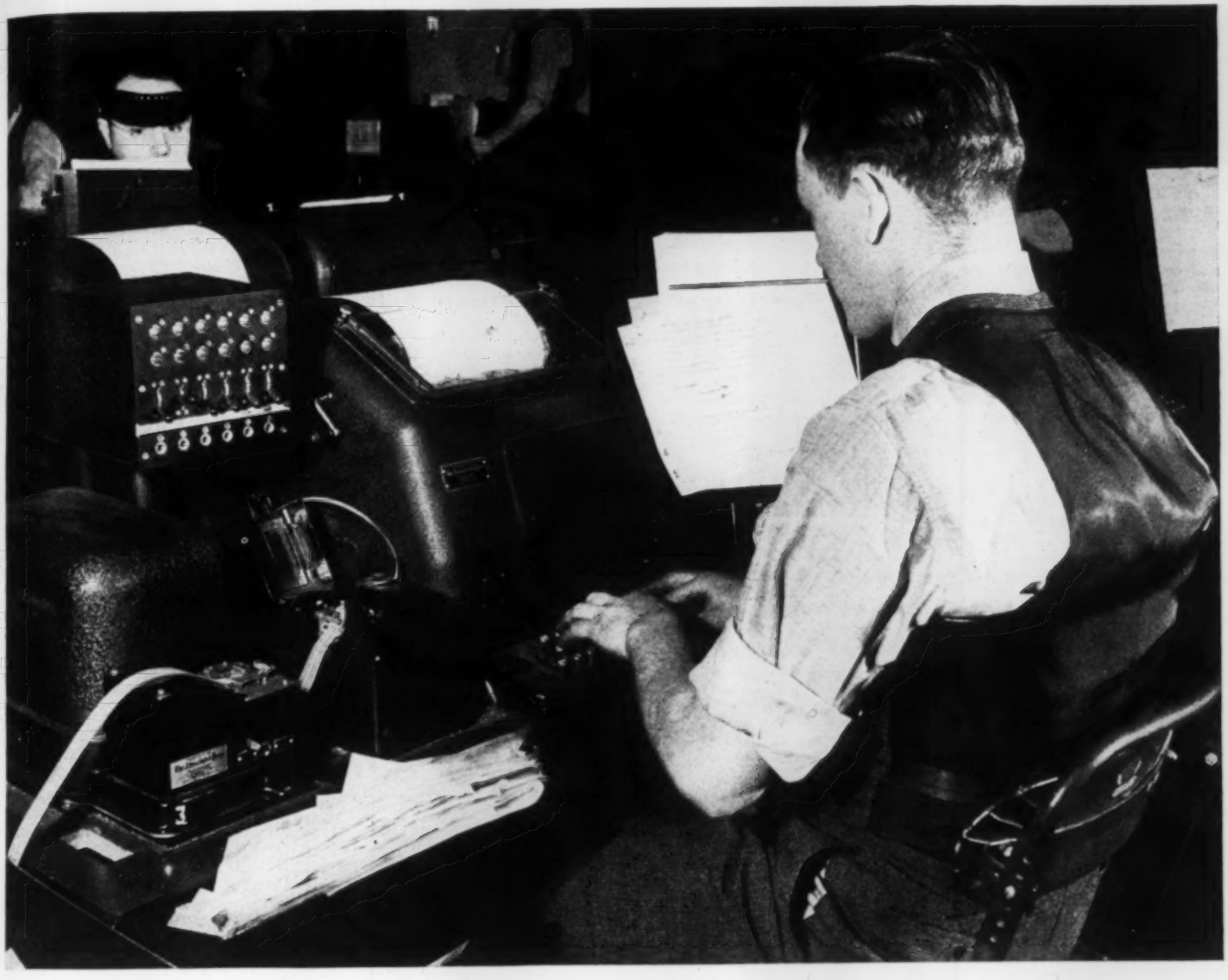
EMERSON DRUG Co., Baltimore, on Jan. 6 plans to replace *Ellery Queen* on 15 NBC stations Sat., 7:30-8 p.m. (repeat 6 NBC stations, Thurs., 9:30-10 p.m.) with *Leslie Charteris, the Saint*, mystery series, subject to NBC's approval. Agency: McCann-Erickson. *Ellery Queen* has been acquired by Ruthrauff & Ryan, appointed by Whitehall Pharmacal Co., American Home Products Div., to put it on the air in January, product and network not set.

P & G Moving

P&G will promote Lava soap on the *FBI in Peace and War*, from Fred Colling's book, starting Dec. 2 on 74 CBS stations Sat., 88:30-8:55 p.m., and beginning Nov. 11 a Gay Nineties era musical-variety on 134 NBC stations Sat., 8-8:30 p.m., replacing *Rudy Vallee*, moving Nov. 9 to Thurs., 10:30-11 p.m., 134 NBC stations for P&G, Drene. Lava spot schedule to be substantially reduced. Agency: Biow Co., N. Y.

Continental Oil Plans

CONTINENTAL OIL Co., Ponca City, Okla., now using limited spot for Conoco products, is lining up an extensive spot schedule, as part of its 1945 advertising drive, through Geyer, Cornell & Newell, New York.



The story behind the W·I·T·H "News Room"

W-I-T-H is recognized as the NEWS station in Baltimore. W-I-T-H news coverage is no hit-or-miss reading of dispatches as they come over the wires.

The W-I-T-H "News Room" is set up with a managing editor, a news editor, and well trained announcers.

There is no boring repetition of news read over and over by announcers who have just come on duty.

Each spot news period is an edited newscast that packs into each period all the vital news.

News is another reason why W-I-T-H delivers more audience for the dollar spent. We've got hard as nails facts, if you want them, that prove W-I-T-H produces the greatest results at lowest costs every sales-minded executive likes to see.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Networks, Stations Canceling Programs for Ballot Coverage

Air Time Used Extensively by Candidates; Troops Overseas Will Hear Election Returns

By ROBERT K. RICHARDS

AMERICAN broadcasters, who have billed the two major political parties for about $750,000 each during the campaign months, this week feed the profits back into the trough as commercial programs are canceled wholesale to make room for election return news.

Tentative summaries prepared by BROADCASTING from material made available by the national committees of the major parties show that 29 hours and 10 minutes of network time was purchased by the Republicans and 32 hours and 5 minutes by the Democrats. Of the latter figure, only 24 hours and 35 minutes was purchased outright by the Democratic National Committee, with private groups interested in Mr. Roosevelt's candidacy buying the remaining 7 hours and 30 minutes.

A breakdown of the distribution of network time purchased for the respective tickets shows the following:

DEMOCRATS			
BLUE	CBS	MBS	NBC
9 hrs. 20 min.	6 hrs. 5 min.	8 hrs. 15 min.	8 hrs. 25 min.
REPUBLICANS			
7 hrs. 20 min.	4 hrs. 55 min	8 hrs.	8 hrs. 55 min.

This table shows network coverage only, and does not include the vast spot schedule placed on stations throughout the nation; nor do the dollar figures quoted take into account the sums of money expended by individuals and organizations other than the national committees in party promotions on individual stations and regional networks.

It has been estimated reliably that each party would spend about 1½ million dollars through its national committee. The limit placed by Congress on such expenditures is $3,000,000. If this estimate is correct, radio will have accounted for about 50% of the total, reflecting the reliance placed upon radio as a link between candidates and the people.

The picture reflects revolutionary departure from the campaigning techniques of 1864, when the last wartime election was held. Then candidates had to stand before the people to reach them, and audiences were limited to the capacity a hall would hold.

Network Plans

The returns from the nation's precincts, gathered laboriously then, reach the voters now as quickly as they reach the candidates. President Lincoln's re-election in 1864, conceded at midnight election night, was flashed to the country by telegram, but there were many areas which did not receive the results for days. Today's results will reach the people in split seconds.

To inform America of the ballot-count, networks, their affiliates and independent outlets Tuesday night are scrapping orthodox schedules and going all out for news and comment.

Scattered reports will be broadcast by Quincy Howe via CBS on his program at 6 p.m. (EWT). Beginning at 8 p.m., the entire network will be placed on a full-coverage basis, with all sustainers and commercials canceled except the five-minute sponsored news broadcast by Bill Henry at 8:55 p.m.

At least twice during the evening, swings will be made around the country, picking up ballot activity reports from selected cities. The network will give service as long as returns are available. Bob Trout will report returns from headquarter studios and his reports will be interspersed with commentaries by CBS analysts.

MBS will cancel all programs but regularly scheduled news periods, beginning at 7:45 p.m. Tuesday. Balloting news will be interrupted only for important war news. Headliners among the MBS men who will broadcast returns and comment on them are Gabriel Heatter, Fulton Lewis jr., Cecil Brown, Frank Singiser, Prescott Robinson and Henry Gladstone.

Special interpretative commentaries by Robert Hannegan, chairman of the Democratic National Committee, and Herbert Brownell, chairman of the Republican National Committee, also are scheduled by MBS. Also appearing for the Democrats will be Paul Porter, publicity director, and Mrs. Charles W. Tillett, committee vice-chairman. Miss Marian Martin, GOP vice-chairman, is scheduled to broadcast.

Walter Compton, speaking from Washington, will poll Washington correspondents at the National Press Club. Special nationwide roundups will be offered, and soldier reaction will be taken from overseas points.

Nerve center for NBC's election night coverage will be the huge studio 8-H in New York. A chart, backdropping the studio stage, will portray the flow of returns. Working from this chart, NBC newsmen and analysts will report returns.

The network's New York and Washington staffs will work together to cover the various contests. H. V. Kaltenborn and Richard Harkness will cover the presidential results; Morgan Beatty is assigned to Congressional and gubernatorial races; John W. Vandercook, Don Hollenbeck and Don Goddard will supplement this coverage with special reports.

Highlight of the NBC coverage will be a special 10-minute report from Washington on the economic aspects of the election by W. M. Kiplinger, author of the business letter bearing his name.

George Gallup, conductor of the Gallup Poll, who has broadcast a series of pre-election trend reports on the Blue will be in this network's studios election night, matching his analyses against Elmo Roper at CBS, Archibald Crossley at MBS and Mr. Kiplinger at NBC.

The Blue expects to pick up soldier reaction to the election through overseas swings. This network plans a special routine in announcing returns in summary fashion, designed especially to aid the listeners in getting a clear picture of the balloting instead of piece-meal reports of returns from scattered points.

Commentators will report in accordance with a "listener pattern", beginning with a flash on the presidential popular vote, then a recapitulation of the electoral votes by states and an analysis of indicated trends. These will be followed by tabulations of votes in Congressional and gubernatorial contests.

Election Drama

Included also in the Blue election night schedule is a drama dedicated to the American electorate, written by Forrest Barnes and David Broekman; an address by Eric Johnston, president of the U. S. Chamber of Commerce; and a "Blue Network Editorial" including a brief talk by Edward J. Noble, Blue board chairman. Walter Winchell will make a special broadcast on the election as an example of democracy at work.

Directors of election coverage for the 4 networks are: CBS, Paul White, director of news broadcasts; NBC, William F. Brooks, director of news and special events; Blue, G. W. Johnstone and MBS, Tom Slater, director of special features and Dave Driscoll, director of war services and news for WOR New York.

Matching network enterprise for full coverage Tuesday night, many stations will cancel all schedules beginning variously at 7, 7:30 and 8 p.m. In scattered reports reaching BROADCASTING at deadline, and representative of station plans, such re-scheduling was announced by WCOP Boston; WJW Cleveland, KMOX and KSD St. Louis; WNEW and WHOM New York, KYW Philadelphia.

WNEW and the *New York Daily News* in New York will supply election bulletins and Cesar Searchinger, WNEW commentator, will analyze the returns in a special co-operative television broadcast scheduled for WABD.

WCBW, CBS video station, will telecast 3 hours of election news and trends beginning at 9 p.m.

Full election coverage by WNBT, NBC television outlet, is scheduled.

OWI Transmissions

Meanwhile, overseas shortwave facilities of the Office of War Information will be utilized to transmit news as it develops to our forces outside the continental United States. The Armed Forces Radio Service, it was announced by Capt. Frank King, will begin broadcasting election returns at 7 p.m. election night and will follow through with frequent five-minute summaries until the issue is decided.

A special broad beam covering all of Europe and utilizing two OWI transmitters loaned to the Army, will carry a program built around 10-minute return summaries on the hour and half-hour, interspersed with music that can be interrupted for election bulletins.

An equally elaborate program for distribution of election returns for fighting men in the Pacific theatre will be accomodated by OWI West Coast transmitters.

The Office of Coordinator of Inter-American Affairs will extend its regular broadcast schedules to carry special events election programs in Spanish, Portuguese and English for Latin-American audiences.

Two CIAA transmitters of the Spanish service will continue on the air until 2 a.m., two hours past regular sign-off. Others, operating in English and Portuguese, will continue on the air until 3 a.m.

Four transmitters will beam news to Mexico and Central America.

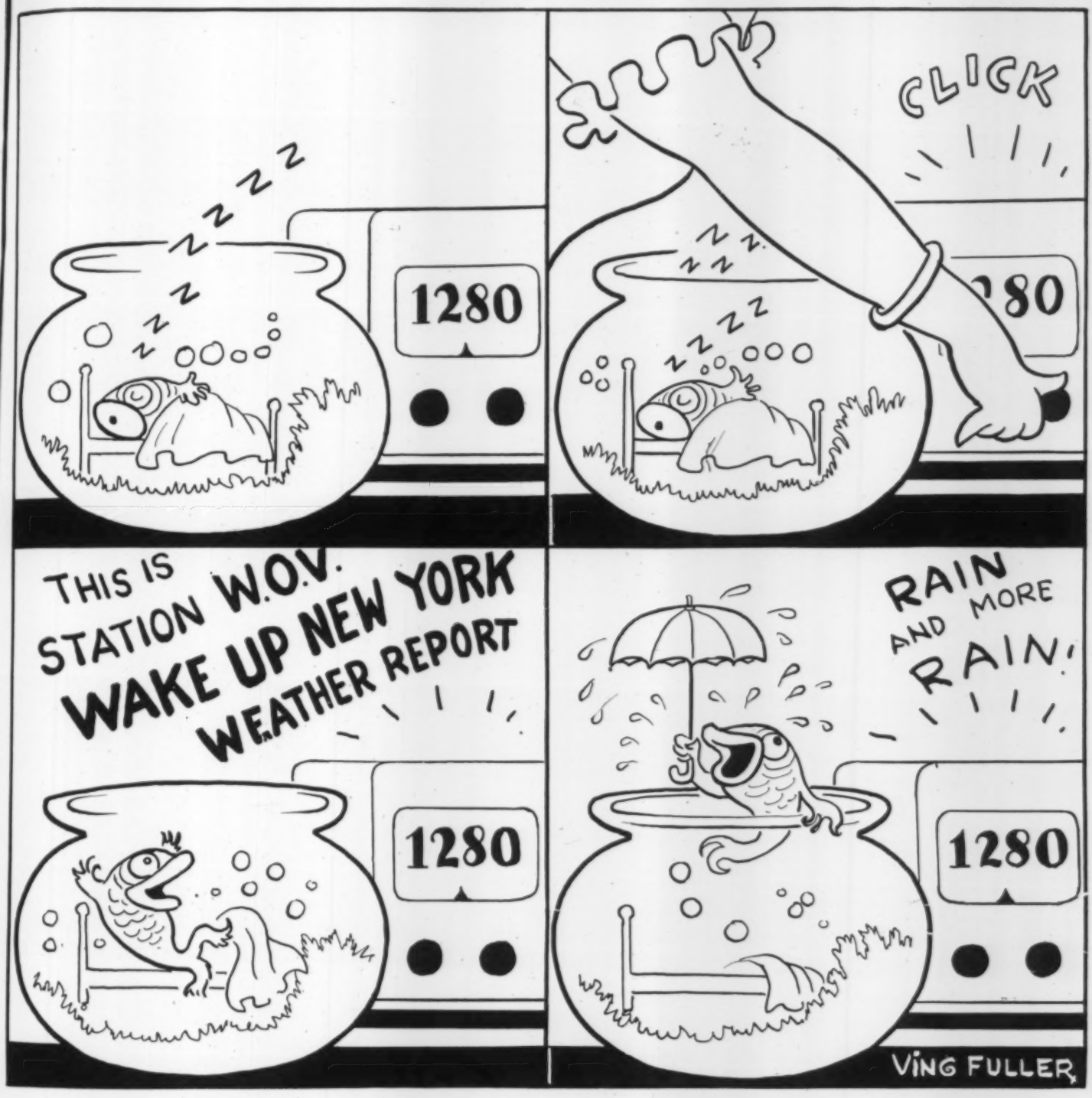
Tidewater Expands

EXPANDING its coverage of eastern football games on local stations, Tidewater Assoc. Oil Co., New York, sponsor of all home games of Columbia U. on WMCA New York, has added broadcasts by direct line hookup on WTIC Hartford. Contract covers four games, beginning Oct. 28. Agency is Lennen & Mitchell, New York.

FDR VIDEO FORECAST
Describes It as One of New Scientific Wonders

PRESIDENT ROOSEVELT, first major political candidate to utilize fully the power of radio in campaigning, in his nationwide speech last Thursday evening foresaw television as among the new scientific wonders which will bless the peacetime world.

The President, looking into the future, said: "I look forward to millions of new homes, fit for decent living; to new low-priced automobiles; new highways; new airplanes and airports; to television and miraculous, new inventions and discoveries, made during this war, which will be adapted to the peacetime uses of a peace-loving people."



New York's Early Bird Program That Hits The Spot Like a Well Planned Breakfast.....

EVERY weekday morning, from 7:00 to 8:30 a.m., the cheerful voice of Peggy Lloyd helps thousands of metropolitan New Yorkers off to a good start for the day. "Wake Up New York" is a carefully planned program that gives listeners what they want, with plenty of music, news, time signals, weather reports and other diversified features. As a result, "Wake Up New York", during its broadcast hours, has the highest Hooper rating for August and September, of any New York Independent station, except one, and on the basis of rate, delivers its audience at the lowest cost per listener. A few choice announcement spots are still available.

Ralph N. Weil, General Manager • Joseph Hershey McGillvra, Nat'l Rep.

WOV
New York
THE KEY TO TWO MARKETS

Fly Leaves FCC Nov. 15

(*Continued from page 13*)

an additional appropriation, which runs out with the adjournment of this session.

In Congressional circles, the investigation from the start has been regarded as a sort of personal feud between Cox and Fly. Chairman Fly is under subpena to appear before the Committee on Nov. 21 in connection with the WMCA 1940 sale to Edward J. Noble, now controlling owner of the Blue Network.

It is generally assumed that Mr. Fly will number among his clients Muzak Corp., which is making a bid for "subscriber radio" service on FM frequencies. William B. Benton, former advertising executive and owner of Muzak and Associated Music Publishers, has offered Mr. Fly the general counselship. When Muzak appeared before the Commission during hearings last month to press for an allotment of three FM channels, Mr. Fly absented himself and turned over the gavel to Commissioner Walker.

It is presumed Mr. Fly will not seek to represent radio clients *per se* in matters before the FCC—for the present, anyway. FCC regulations (Rule 1.38) specify that no member, officer or employe shall, within two years after his service with the Commission is terminated, appear as an attorney before the Commission in any cause or application which he has handled or passed upon while in the service of the Commission. There would be nothing, however, to prevent him from representing clients on entirely new matters or new applications.

Peter Shuebruk, legal assistant to Chairman Fly for several years, and Miss Charlotta Gallap, Mr. Fly's confidential secretary, will join him in his new legal firm.

MR. PORTER

Responsible for many reforms and innovations in radio regulation and a fighter who brooked no opposition, Mr. Fly spearheaded the drive for rigid regulation of relationship between networks and their affiliates, in which he was victorious after a two-year fight. From the time he assumed FCC office in September 1939 until his resignation, he had been at odds with the major networks and from time to time with other radio groups. A mailed-fist regulator, he had come to the Commission from the TVA, where he had been general counsel.

Disliked NAB

His controversy with the networks was eclipsed only by his dislike for the NAB and its former president, Neville Miller. He consistently contended the NAB was network-dominated. His most vicious denunciation of the NAB came at the St. Louis convention in 1941, when he alluded to it as akin to a "dead mackerel in the moonlight—it both shines and stinks".

When Frank R. McNinch, the FDR trouble-shooter, found the FCC job too much for him because of frail health, the President on July 27, 1939 selected the energetic young TVA general counsel as his successor. He did not assume office, however, until Sept. 1. A year later the President created the five-man Defense Communications Board, now the Board of War Communications, and named Mr. Fly chairman. That did not set well with the military and still doesn't.

AFRA Increase

OVERALL 10% increase in the AFRA commercial code covering performers employed on national network programs and on programs on New York key stations was agreed to last Friday, with terms for local and regional broadcasts out of Chicago, Los Angeles and San Francisco to be negotiated individually in those cities. Terms if approved by War Labor Board, will be retroactive to Nov. 1. New contract runs for two years, until Oct. 31, 1946, the common expiration date for the network sustaining agreement, staff contracts and the transcription code, which are currently under negotiation.

Rubin Plea Denied

PETITION of William B. Rubin, Milwaukee attorney and Democratic candidate for Governor of Wisconsin, complaining against stations of the four major networks which have carried Republican campaign talks, was denied last week by the FCC. Mr. Rubin charged that Gov. Dewey and other GOP speakers had made "false statements" concerning President Roosevelt, requested the FCC to issue orders to stations carrying the speeches to show cause why their licenses shouldn't be revoked, and asked that Republican speakers be required to submit scripts 48 hours in advance and that stations be required to "delete" any "false information".

Augusta Ruling

EFFORTS by a station manager to induce announcers to resign from a union are an unfair labor practice, the National Labor Relations Board ruled last week in a dispute between Augusta Broadcasting Co. (WRDW Augusta, Ga.) and the International Brotherhood of Electrical Workers.

One resource among many . . .

Among the many natural resources which make the tri-state area of Louisiana, Texas and Arkansas a wealthy market is timber. Here, timber grows more rapidly than in any other section of the country, making it possible by reforestation and careful cutting for lumbermen to have a new crop annually. With hundreds of mills running at peak production today, spendable income has reached a new high for workers in this industry. To influence the buying needs of these workers, alert advertisers are using powerful, 50,000-watt KWKH for their advertising messages.

KWKH

CBS ★ 50,000 WATTS

The Shreveport Times Station

SHREVEPORT, LOUISIANA

Represented by The Branham Co.

JULIUS F. SEEBACH

CANNY WOR PROGRAM HEAD SPECIALIZES IN CATCHING COMPETITION NAPPING

The relaxed man shown above is Julius F. Seebach, vice president of WOR in charge of programs. During the past ten years, Seebach has shrewdly designed for WOR a pattern of elastic programming that is widely aped and envied. He maintained as early as 1936 that straight news broadcasts, commentators, and women's service programs would become increasingly important factors in station program scheduling. His predictions are vividly underlined today by the dominant positions of such WOR program types in the Crossley Continuing Study, Hooper and Pulse of N. Y. audience reports, as well as on the sales ledgers of hundreds of sponsors. Seebach's sensitive awareness of talent is radio-historic. Such top-rankers as Raymond Gram Swing, Bessie Beatty, Gabriel Heatter, Mary Margaret McBride, Sunny Skylar, Martha Deane, Frank Singiser and many others were discovered and developed under his guidance. He said recently, "Impending world and home events foreshadow listeners' wants. One of WOR's big jobs has always been to anticipate and meet these wants for the benefit of its listeners and sponsors." Most competing New York stations enviously agree that Seebach has done a superb job on the latter.

CONTINUED ON NEXT PAGE

SATELLITES

ROBERT A. SIMON, director of continuities. Crack air writer, editor, script doctor, Simon is nationally-known for his silk-smooth musical continuities. His "preparedness" announcements written early in the war, were cited by the OWI as perfect examples for the industry to follow.

NORMAN D. LIVINGSTON, commercial program director. Shrewd appraiser of what sells goods and what doesn't, Livingston is also a gifted picker of the kind of talent that registers cushiony Crossley, Hooper and Pulse ratings. He fathered such hits as "The Street Singer," the Joe Penner show and "Bulldog Drummond," etc.

ROGER BOWER, JOCK MacGREGOR, senior producers, are both gifted radio craftsmen, able to wrap up any kind of show in the books. Bower is especially known for his comedy-variety flair (example: "Can You Top This?") while writer-actor-director Jock MacGregor is famed for his mystery-drama touch ("Nick Carter," "The Mysterious Traveler").

WOR's programmers are smart agency and sponsor advisers

Seebach makes it a practice to surround himself with some of the most gifted showmen in radio. Shown on these pages are five WOR topnotchers. Individually, these men have made contributions to radio that are now bright pages in its brief but event-studded history. Backed by the resources of one of the industry's most advanced audience research staffs, Livingston, Simon and Ruffner plot WOR's 24-hour program schedule, both commercial and sustaining, with the bullseye precision of field gunners. Their business is knowing what the public wants, at the time it wants it. This knowledge is of invaluable help to numerous agencies and advertisers throughout the United States.

EDMUND B. "TINY" RUFFNER, director of daytime programs. League-legged "Tiny" Ruffner is as well-known to radio as Amos 'n' Andy. Has been associated with Maxwell House Showboat, Palmolive Beauty Box Theater, Town Hall Tonight. He created Big Town. A calculating daytime programmer.

CONTINUED ON NEXT PAGE

WOR, as we have tried to indicate in the preceding photographs, is a product of much more than the mechanical selection and scheduling of programs.

WOR is people; 303 of them, all variously talented and skilled in the demanding tasks that go into the making of modern and successful broadcasting.

Such a staff and knowledge is one big reason why WOR is so particularly well-equipped to create programs that build the *greatest audiences* at the *lowest cost.*

Our address is . . .

—that power-full station **WOR**

at 1440 Broadway, in New York

member of the mutual broadcasting systen

Norton Urges FM Over 120 mc, Television 500-1,500 mc Band

Conclusions Based on Released Propagation Data Indicate Negligible Interference in Higher Spectrum

CONCLUSIONS based on hitherto restricted propagation data, submitted last week at the FCC allocation hearings, indicate that FM would better serve above 120 mc and television would be freer of interference from 500-1,500 mc, rather than in the lower frequency ranges.

Dr. Kenneth A. Norton, from 1935-42 engineer in the FCC technical information section, now on leave to the Army Air Forces and on duty with the Operations & Analysis Division, War Dept., told the Commission that data, based on worldwide propagation, "clearly indicate that interference would be expected for a negligible percentage of time on frequencies above 120 mc".

RCA Counsel Objects

As for television, Dr. Norton referred to an early exhibit submitted in the hearings and concluded: 'I indicated that the expected range for a transmitting antenna at 1,000 feet would be a maximum in the band between 500 and 1,500 mc. No experience which I have had within the past few years would lead me to change that prediction."

His testimony, begun Oct. 28 and concluded last Monday, brought objections from Tom C. Harris, counsel for RCA and former FCC attorney, who said: "Certain RCA engineers do not believe the conclusions here can be found."

In a statement placed in the record late Wednesday, Dr. H. H. Beverage, associate director of research, RCA Labs. and vice-president of RCA Communications, took issue with a portion of Dr. Norton's findings, contending that the "data upon which these estimates are based are a startling departure from the ionospheric conditions observed in Washington".

He expressed the opinion that Sporadic E and F2 layer transmission should not prove "too serious a problem to the protected service area for television and FM" but added they would, when present, "undoubtedly limit otherwise good service that might be obtained out beyond the normal protected service area".

Increased Shadows

Moving FM and television to above 80 or 90 mc should improve the service in the fringe area or beyond, he continued, but increased difficulty with shadow in urban areas would be encountered. Listing Dr. J. H. Dellinger, chief of the Bureau of Standards Radio Section, and Dr. Norton as two of the "foremost radio propagation experts in the United States," Dr. Beverage said the two were in disagreement.

"Dr. Norton has testified that we may expect serious interference from long distance transmission, particularly from F2 layer reflections, on frequencies above 50 mc, and that he believes that FM and television should be placed on frequencies above 100 mcs," said Dr. Beverage. "Dr. Dellinger, on the other hand, has advised Panel 5 of the RTPB that, in his opinion, there will be no serious interference to FM in its present location between 42 and 50 mcs. Presumably Dr. Dellinger and Dr. Norton have access to the same basic information, yet they have apparently arrived at quite different conclusion."

Dr. Norton's testimony, explaining exhibits submitted earlier by Dr. Lynde P. Wheeler, chief of the technical information section [BROADCASTING, Oct. 30], was based, he said, on the "regular ionosphere measurements which have been made for many years at the National Bureau of Standards' laboratories near Washington and more recently have been made at a very large number of other points throughout the world."

Based on Bureau of Standards measurements near Washington, a station operating on 44 mc during last maximum sunspot cycle would not expect F2 layer reflections at a distance less than 1,320 miles, but at distances greater than 2,060 miles F layer transmission would be expected for 1% or more of the listening hours or for 723 hours during the last sunspot cycle (winter months, October-March, 1936-39). On frequencies above 60 mc no F layer transmissions would be expected at any distance, provided the transmission point had its midpoint near Washington.

But a study of worldwide propagation data, declassified by the military, led to the conclusion that the inonosphere over many points would be expected to support much higher frequency transmissions than that over Washington, he said. His data was gathered from stations which he felt would have a "fairly direct bearing on the allocation problem in the United States", Dr. Norton continued.

London Interference 'Danger Signal'

Referring to testimony of Dr. Beverage that television transmission from London has been seen in New York, Dr. Norton commented: "The New York-London circuit is known to be one of the most difficult high frequency transmission circuits in the world so that the mere knowledge that transmission has taken place over this path on 45 mc should be a danger signal."

Dr. Norton ventured that had high power VHF transmitters been operating in South America or Australia at or near 80 mc during the maximum of the last sunspot cycle they would have been "intercepted for many hours with intensities sufficiently strong to cause serious interference to an FM or television broadcasting service".

He explained that the sunspot cycle about to be entered is expected to have its maximum between 1946-54. It has an "opposite phase to the preceding cycle in the sense that the polarity of the spots on the sun will be reversed in the northern and southern hemispheres of the sun," he added. That difference in polarity may have considerable influence on the ionosphere and "may well cause predictions based on studies of the last sunspot cycle to be questionable".

Dr. Norton said data now available represents the "best estimate" of the highest frequency F layer transmissions which may be expected "for many years in the future and for transmission paths traversing any part of the world". It was on that conclusion that he stated interference above 120 mc would be negligible.

As for Sporadic E, measurements at three widely separated stations in the U. S. indicated that on a frequency of 88 mc interference from one station would be expected "for less than one hour per year", but he added: "If 10 stations were operating on this frequency beyond the skip distance from the desired station, interference would be expected for more than 8 hours per year."

Heavy Interference at 44.3 mc

Measurements at WGTR Paxton, Mass., Yankee Network FM station operating on 44.3 mc with transmitter power of 83 kw and 10 bay antenna, were used by Dr. Norton to show the expected F layer, Sporadic E, tropospheric wave and ground wave field intensities. With a lower powered station the interference would not appear to be as serious, he explained, since interference would be present in a smaller proportion of the potential service area.

On the basis of the WGTR measurements, however, Dr. Norton found that the station would receive interference throughout more than 75% of its service area and concluded: "This is obviously an extremely serious problem."

F layer skywave field intensity expected from WGTR would be 1,000 microvolts per meter at 2,500 miles and "such an interfering field would cause interference to at least the 2,000 microvolt per meter contour of another station operating on the same frequency and with the same power at this distance," he said.

Sporadic E layer skywave field intensities are much weaker in this case and more variable than the F layer because the reflections do not take place at a well-defined layer but rather from ionized clouds, Dr. Norton continued. After explaining his curves in technical terms, Dr. Norton stated his data on skywave transmission has "demonstrated the necessity for moving FM upwards in the spectrum if we are to enjoy the interference free broadcasting service which the industry is leading the public to expect.

"The question which remains to be answered is how far should we go," he went on. "Fortunately from the propagation standpoint, this does not involve a compromise. For the same power input into the transmitting antenna I would expect slightly larger FM service areas on frequencies between 130 and 200 mc than on 45 mc even if all of the listeners use receiving

THAT Miami Margarine Co., sponsor of Bess Lyman's homemaker program on WINN Louisville thinks all the world of WINN's effectiveness is attested to by the presentation of a globe and atlas by G. F. (Red) Bauer, WINN sales manager (right) to L. J. White (second from left) branch manager, Blue Valley Creamery Co., on behalf of Miami Margarine in recognition of record sales of Nu-Maid Margarine in the Louisville area. Others pictured are P. G. Summers (left), sales manager of the Blue Valley Creamery Co. and Miss Lyman whose program Mr. White visited.

Seek Hutchinson FM

HUTCHINSON PUBLISHING Co., Hutchinson, Kan., which publishes the Hutchinson *News & Herald*, last week filed with the FCC an application for a new FM station on 43,300 kc with coverage of 15,200 sq. mi. and an estimated cost of $62,000. Controlling interest in the company is held by Sidney F. Harris (36.5%) secretary, and John P. Harris (36.5%), treasurer who together hold a 50% interest in Salina Journal Inc., which has 40% interest in KSAL Salina. In addition they each are 20% owners of KBUR Burlington, Ia., according to the application.

THIS STATION IS JUST LIKE A BROOKLYN HOME!

I LIKE WBYN's CONTINUOUS MUSIC!
KEEPS ME UP-TO-THE MINUTE ON THE WAR! (A.P.-I.N.S.)
I KEEP POSTED ON ALL THE NEWS "AS IT HAPPENS" BY LEAVING THE DIAL ON 1430!
THOSE EXCLUSIVE 12 TO 6:30 RACE RESULTS EVERY FEW MINUTES ARE FOR ME!
W
B
Y
N

WBYN has its home in Brooklyn—just like 3,000,000 out of New York's seven million.

Naturally, all New York *hears* WBYN but it has Brooklyn in its heart and represents the sure way to *cover Brooklyn thoroughly*. It is Brooklyn's only full time radio station.

And there's another reason why it is just like Brooklyn homes. WBYN's unique "Minute Programming" (see illustration) — every minute every family member gets what he wants most in news and music. Daily newspaper ads tell the story in a big way. Send today for our 1944-45 brochure for a surprise in coverage per dollar.

For Availabilities: Write to WILLIAM NORINS, Gen. Mgr. Station WBYN, 1 Nevins Street, Brooklyn, N. Y.

1430 ON THE DIAL

THE MINUTE STATION WBYN

antennas which are built into their receivers."

Dr. Norton pointed to one disadvantage of the higher frequencies. That is the increasing importance of the tropospheric waves which are too weak and variable in intensity to increase effectively the reliable service area of an FM or television station, but are nevertheless "sufficiently strong to cause considerable interference to other stations operating on the same frequency in adjacent service areas."

He told the Commission it was desirable that "every opportunity be taken" to make field intensity recordings of tropospheric wave field intensities in each new wave band so that the FCC will have a "proper basis for determining the required geographical separation between stations on the same frequency".

Need for Channels

"It may very well be that a larger number of channels will be required by FM or television broadcast services at the higher frequencies simply because of the greater geographical separation required between stations at the higher frequencies due to the stronger tropospheric waves," said Dr. Norton. "Presumably, at the present time, it might be feasible to allocate a few additional channels above 120 mc to both FM and television to take care of this contingency in the congested eastern part of the United States, whereas if we wait until find out the exact quantitative importance of tropspheric waves at some later date, we may not be able to find any vacant channels in the wave bands adjacent to these important services."

As for television propagation, Dr. Norton agreed with testimony of Dr. Peter C. Goldmark, chief CBS television engineer, that multipath effects would not be expected to depend upon the carrier frequency. In receivers where multipath is serious, directional antenna may become necessary, regardless of the carrier frequency, said Dr. Norton. He concluded that "the effects of multipath will be far easier to overcome when they are present as we go to the higher carrier frequencies."

Shadows cast by hills and mountains will result in large reductions in received field intensity, these reductions becoming greater as the frequency rises, he explained. The largest obstacle to UHF frequency propagation is the bulge of the earth itself, he added, continuing that "the theory shows that the received fields are higher the higher the radio frequency up to points slightly beyond the direct line of sight".

Dr. Norton last Monday took issue with Elmer W. Engstrom, RCA Labs. research director, who testified that it would be difficult to service a residential area with television if between that area and the transmitting antenna there were

(Continued on page 26)

WMBD

Announces the return of

Lt. Col. Brooks Watson

U. S. Army

● Brooks Watson returns to WMBD after two years in the armed services. All the experience gained as Chief of the Radio Department, Public Relations Section, European Theater of Operations, London, England, contributes to the organization of a better News Service over WMBD. Brooks' return ushers in a new era of News Service to rich, prosperous Peoriarea.

NEWS about NEWS on WMBD

● Under Mr. Watson's guidance, News facilities at WMBD become second to none. Here is the present line-up of News Service at WMBD:

1. A full time PRESS ASSOCIATION (radio subsidiary of Associated Press) wire.
2. A full time UNITED PRESS wire.
3. Eye-witness accounts of leading foreign correspondents from "on the spot" through Columbia Broadcasting System's "The World Today".
4. Special broadcasts from the Western Front through arrangements with the British Broadcasting Corporation.

INCREASED DOMINATION OF PEORIAREA

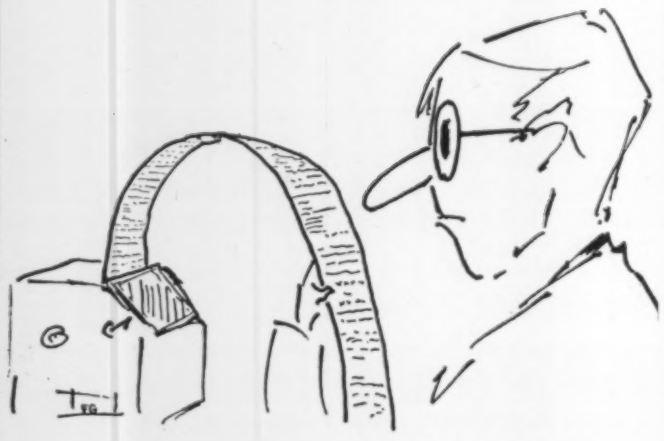
WMBD News Service, and WMBD programs already command **more than twice the average listening audience** of the second most popular station in rich, responsive Peoriarea, Illinois' leading market outside Chicago. Brooks Watson's wealth of knowledge in news editing and presentation, plus the increased news facilities, enhance WMBD domination of prosperous Peoriarea. Ask for more WMBD facts.

FREE AND PETERS INC.
National Representatives

WMBD

PEORIA BROADCASTING COMPANY
PEORIA, ILLINOIS

WJW'S Mr. Weegey



"News?" says Mr. Weegey. "Why we've got more news than we know what to do with." * But Weegey is just being modest. He knows exactly what to do with all the news we have. He even goes out looking for more, and if anything happens that Clevelanders would like to know about you can be sure Weegey has the story.

Weegey is vice-president in charge of our news editor, and he's hexed our entire announcing staff into a style of news presentation that our listeners can really enjoy listening to.*

Every time we see him we say, "What's new Weegey?" He always says, "WJW has an average of 12 local newscasts daily—11 of them sponsored."

"What about that 12th one, Weegey?" we inquire testily.

"Nobody's perfect," he replies.

But some smart advertiser is going to make a liar out of Weegey any minute now.

** Weegey just told us a preposition is a word you should never end a sentence with.*

BASIC Blue Network

WJW 850

850 KC 5000 Watts

CLEVELAND

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

many tall building obstructing the direct line of sight from transmitter to receiver antennas. Mr. Engstrom concluded that the effect of obstructions was greater the higher the frequency but Dr. Norton contended that the net effect of obstructions "is an increased service area as we increase the frequency since typical signal transmission paths will always be obstructed much less than typical transmission paths from noise sources".

Dr. Norton was cross-examined by Maj. Edwin H. Armstrong, FM inventor, who commented that Dr. Norton's data had been "very helpful" and had taken "some of the mystery out of interference". Exchanging technical phrases, the two engineers were interrupted at one point by Chairman Fly who asked them to "state that in language we all can understand".

Interference Problem

Maj. Armstrong said on the basis of Dr. Norton's data and his own findings, he had drawn the conclusion that perhaps high powered FM stations should be at the long end of the band, where they would be "practically immune from interference in the U. S." If FM were moved up to 60 mc it would accomplish two things, he added: "Our own stations would eliminate F2 layer interference practically entirely" and it would "reduce Sporadic E from 1/10th to 1/100% of the time."

Dr. Norton interposed that relative to F layer, 60 mc was not high enough because of the potential international interference of which he said: "The international problem makes it more serious to this Commission."

Commissioner E. K. Jett asked about the feasibility of an international agreement, then remarked: "I think it's unfortunate if we left the record incomplete. I think the Commission must take into consideration there is more propagation data which can't be released at this time."

Cross-examined by W. A. Roberts, counsel for Television Broadcasters Assn., Dr. Norton said none of the measurements was made on the present television frequencies above 50 mc. They were made in the "lower frequencies" he added, but his curves were projected on the basis of knowledge in the lower frequencies and other data.

Dr. Norton also was questioned by Comdr. T. A. M. Craven, vice-president of the Cowles Broadcasting Co. and an advocate of television "upstairs" and by Chairman Fly.

Today's Video Compared With Radio of the 20's

TELEVISION programming today is in about the same state as radio programming of 20 years ago, John Southwell, in charge of television production of Young & Rubicam, told the Television Press Club of New York at its opening fall luncheon meeting last Wednesday. Pointing out that the early sound broadcasts bore little resemblance to today's program schedules, he said that until the public in general has had an opportunity to watch video programs for an appreciable period of time and to make its preferences known, about all the television producer can do is experiment with an open mind, pending the day when the public indicates what programs it likes and how they should be produced.

Edward Sobol, producer-director at NBC, discussed the difference between producing a sound broadcast, where something must go on all the time and a long pause is fatal, and a video program in which the picture can speak for itself a good part of the time. Citing the effect of radio on political campaigning, with a good voice so essential for a major candidate, he predicted that four years hence a candidate's appearance before a television camera will be as important as his microphone manner is today.

OWI Aims at Fritz

THE GERMAN ARMY, target of the *German Wermacht Hour* beamed out by ABSIE (American Broadcasting Station in Europe), is getting its first taste of OWI-supplied popular live music according to the New York office of the OWI's Overseas Branch. Beginning last Wednesday (Nov. 1), ABSIE is offering German listeners a weekly half-hour of dance music by Maj. Glenn Miller, leader of the American Band of the Supreme Allied Command. Heretofore, ABSIE has confined its music fare for the Germans to recorded tunes.

WDRC

HARTFORD 4 CONNECTICUT

WDRC—FM

ELECTED!

Time buyers, who use The Rule of 3 to buy spots, have elected WDRC as their choice in Hartford. WDRC has the winning combination of 1) coverage, 2) programs, 3) rate!

USE WDRC TO CONNECT IN CONNECTICUT

CBS

Colorado Is First in Production of

Beet Sugar

FOR the past thirty days, in Colorado, the fall beet harvest and sugar-making campaign have been under way. This year again, Colorado will harvest more sugar beets and manufacture more beet sugar than any other state in the union. From Colorado's 17 sugar factories annually comes from 20 to 25 percent of the nation's beet sugar.

Not one of these factories will be a war relic when peace comes. They were all here before the war, essential elements of this state's and this nation's economy.

The beet sugar industry is one of the many fixed assets of the Denver region on which the permanent economic soundness and stability of the market rests. Mining, manufacturing, agriculture, livestock raising . . . these, too, are fixed assets of the Denver region. All have been stimulated by the unprecedented needs of war, but none will be superfluous when peace comes with new demands for the things that Colorado makes, mines and grows.

Looking at the Denver market today, or looking at it in the future, it is the kind of market in which advertising investments are good business. Advertising investments on KLZ, in particular, are good business because KLZ delivers the Denver market.

KLZ • DENVER

CBS Network • 560 Kc.

Affiliated in Management with the Oklahoma Publishing Company and WKY, Oklahoma City

REPRESENTED BY
THE KATZ AGENCY

On the Ball!

An advertising agency writes a letter to WWVA—we quote:

"We write lots of merchandising letters out of this office for lots of radio stations to use. In your case, however, we'd like to have YOU do the letter writing. Based on the letters you folks have been sending us, you can probably do one helluva lot better job than we ever could. You know your territory—you know your drug outlets—you know your station—you know your advantages and your talent—you just go right ahead and use your own judgment. Prepare the letter and send it out—say whatever you like. If you care to, you can send us a copy, but it isn't at all necessary.

"Our client phoned this morning to inform us that he had already received an order from one of the wholesalers in your area. Apparently you folks are on the ball!"

ASK A JOHN BLAIR MAN

50,000 Watts on the Blue!

WWVA
50,000 WATTS
WHEELING, W. VA.
IF IT'S A FORT INDUSTRY STATION *YOU CAN BANK ON IT*
A FORT INDUSTRY STATION

SOS Hazard Seen In Low AM Band

Looney, FCC Engineer, Claims Ship Auto Alarm May Suffer

EXTENSION of the standard broadcast band to 520 kc, as advocated by the Allocation Committee of Panel 4, RTPB, might conceivably interfere with the effectiveness of auto-alarms aboard ships tuned to the distress frequency, H. V. Looney, FCC engineer, testified during the FCC allocation hearings.

American auto alarms are tuned to a rather broad band, capable of pickup signals on any frequency between 487.5-512.5 kc, he said, and while extension of the standard band to 520 kc may not ring the bell of the ship alarm systems, it would cause a weaker sensitivity, making it more difficult for the desired signal to throw the alarm.

Questioned by Charles R. Denny, FCC general counsel, and Howard S. Frazier, chairman of Panel 4 and NAB director of engineering, Mr. Looney said that at 540 kc there would be less likelihood of interference, although much would depend on the power of the transmitting station and its geographical location with reference to the coastal areas. He couldn't estimate the signal strength permissible at the auto alarms on 520 kc on the basis of selectivity data available.

The Panel 4 Receiver Committee has advocated moving the standard band to 530 kc Mr. Looney said that at the outbreak of the war, the U. S. had 1,000 ships equipped with auto alarms and there has been a "considerable increase since 1941". The Berne Bureau's list for June 1939 disclosed approximately 4,200 ships of all nations equipped with auto alarms.

Ability of different types of auto alarms to discriminate against unwanted signals varies, said Mr. Looney, and judging by the circuits employed, he expressed the opinion that some of the foreign alarms have poorer selectivity than the American devices. "Unless there were a change in design, I would expect any increase in selectivity to be obtained at the expense of band width," he said.

TURNING TITLE mechanism before the television camera for introduction to a half-hour play on WABD New York, these DuMont station members assist in a video presentation sponsored by the Winthrop Shoe Co. for its men's shoes.

Court Holds for WDGY In 'Pot o' Gold' Lawsuit

A LAWSUIT, brought by Isadore Pulverman against WDGY Minneapolis and the McCord Adv. Co. of that city on the plea that he had originated the telephone package identification plan and submitted it in 1940 to Wallace B. Stone, then WDGY commercial manager, was decided in favor of the defendants by Judge Selover in District Court of Minneapolis Oct. 27. Plaintiff claimed that in 1943, Les L. Whiting, then commercial manager of WDGY used his origination in various programs on the station, while the defense claimed there was no original idea submitted on the basis of Mr. Whiting's testimony and the lack of evidence on the part of Mr. Pulverman, the trial was concluded.

Haydn Evans, creator of WDGY's *Pot of Gold* program, and Wallace Stone, now in the Marines, were present during the trial. In handing down the decision in favor of WDGY, Judge Selover stated: "I am somewhat impressed with the argument with respect to the heavy burden resting upon the defendants to show prior use in analogy to the patent law, but we must not forget that the initial burden of proof in this action to show the contract and his rights, rests upon the plaintiff."

Attorney for the defense was Gordon Mangan of Kelly & Mangan, Minneapolis, while the plaintiff was represented by Kellogg, Morgan, Chase, Carter & Headley, St. Paul.

FOR THE "*World's Best Coverage of the World's Biggest News*"
UNITED PRESS

"Its a WIZE advertizer who uses the Springfield, Ohio Market."
An inquiry Will prove it.
WIZE Springfield Ohio
WEED & CO. National Representatives

IDENTICAL TWINS

. . . yet there is a difference!

Even identical twins often have important differences. In Wisconsin, for example, you'll find WMFM listeners are almost a perfect cross-section of the population . . . but they have one thing in common . . . one thing that distinguishes them from other radio listeners.

WMFM listeners are more discriminating . . . more responsive. All over Wisconsin this family of listeners stays tuned to WMFM because it gives them what they want . . . quality programming, quality reception. That is the secret of WMFM listener loyalty . . . quality programming, quality reception.

You want these discriminating listeners. They are receptive to new products, improved products, superior products.

When making your advertising plans for Wisconsin, investigate the "plus" audience only WMFM can deliver. Include WMFM in your next schedule.

WMFM

THE MILWAUKEE JOURNAL FM STATION

Editorializing on the Air Is Opposed By 4 of 5 Kansans, Whan Survey Shows

THAT RADIO should not follow the lead of newspapers in editorializing is the opinion of four out of five listeners but nevertheless one out of three believes that radio does take sides on public issues, according to the study of the Kansas Radio Audience of 1944 by Dr. F. L. Whan released by WIBW Topeka. This is the second installment of the study of Kansas Radio audiences, the first [BROADCASTING, June 12] being a special advance supplement on the postwar plans of Kansas families.

Women lead slightly in the belief that radio should not take sides but men lead in the belief that it does so. 83.1% of the women and 80.4% of the men or more than 5,000 answering the question were against editorializing and 34.9% of the women and 37.6% of the men think that radio is not impartial. More college than grade school people feel that radio should not take sides but conversely the belief is more prevalent in the latter group that radio is not impartial.

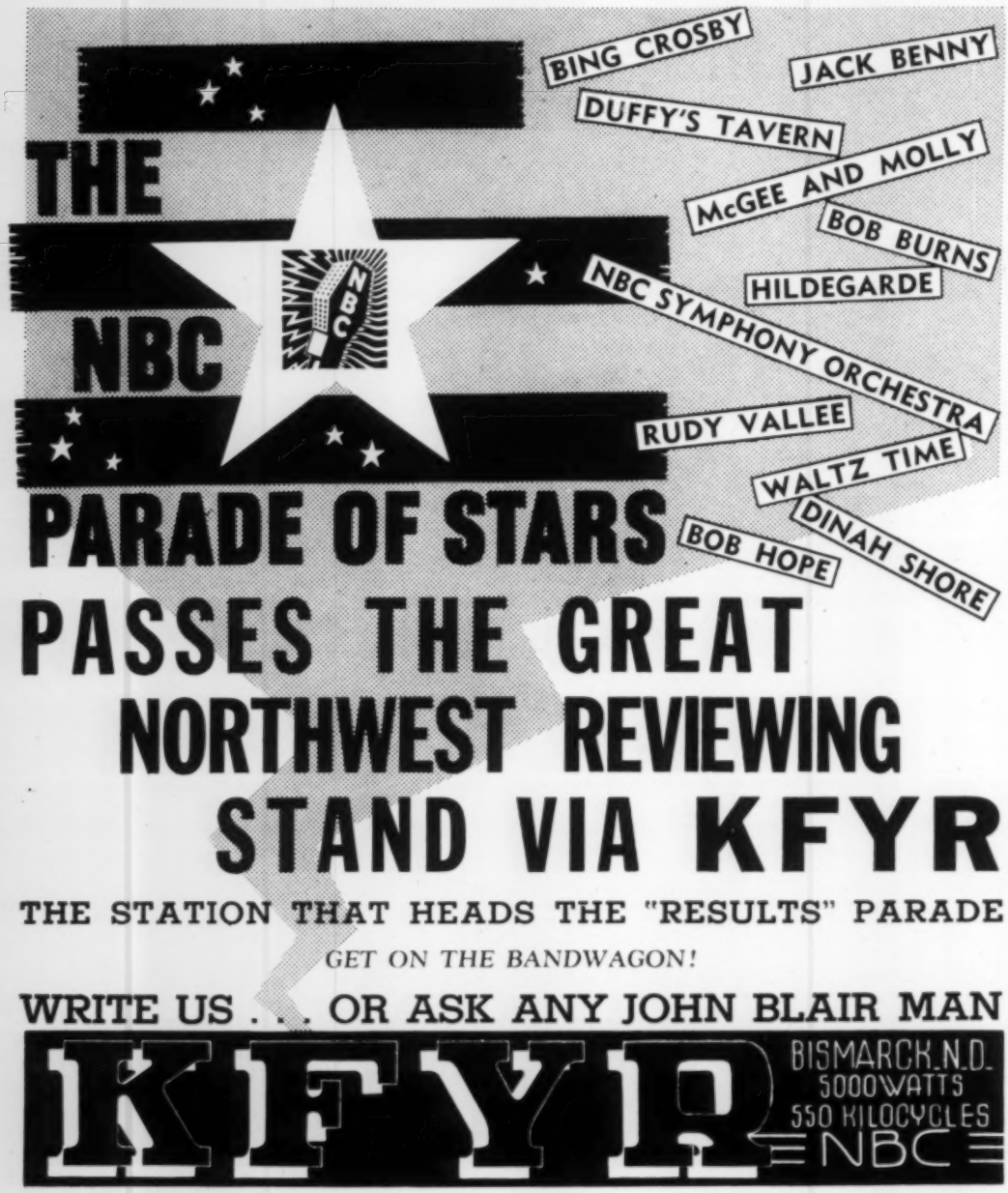
The attitude of listeners towards advertising cigarettes, beer and wine on radio was one of the points of information sought by the Whan study. This question is particularly pertinent in Kansas where during the twenties, sale of cigarettes as well as of intoxicating beverages was illegal. At present the law only permits sale of cigarettes, beer and other liquors containing less than 3.2% alcohol. The question asked was whether the respondent would listen as regularly as he could to interesting programs advertising these products. Surprisingly, farmers displayed greater tolerance on both subjects than city dwellers and were approximately twice as likely to accept cigarette programs. The latter programs would be accepted by 29.5% of the women and 35.6% of the men in Kansas. In farm homes the figures are: women 47.1%, men 50.7%; village homes, women 18.1%, men 29.5%; urban homes, women 22.0%, men 27.1%. On the question of beer and wine programs 15.1% of the women and 23.2% of the men responded in the affirmative. The figures vary little between the different population groups. Young people were more likely to accept both types of sponsorship than older adults but educational background had no consistent or plausible effect in determining attitude on the question.

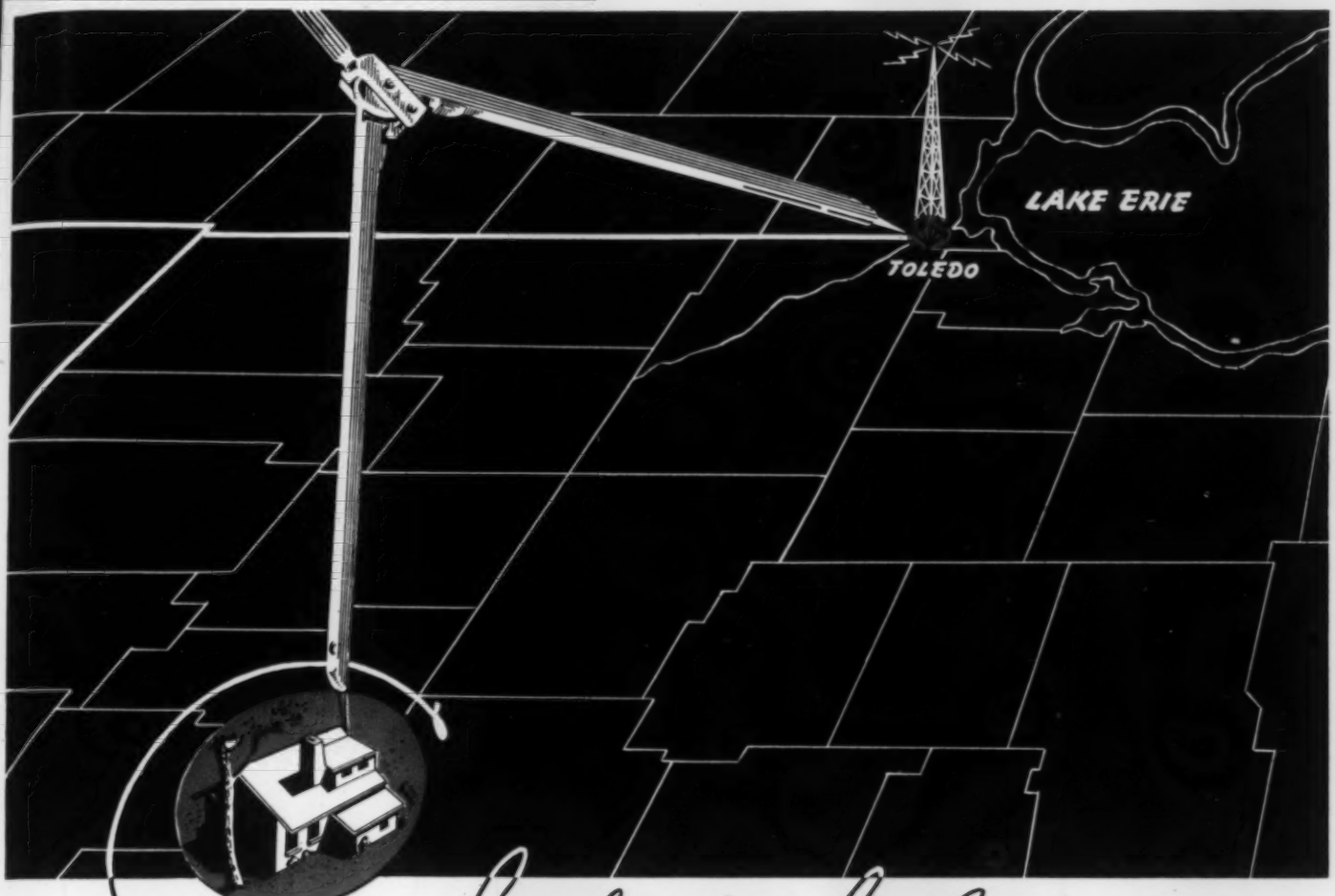
According to the replies of more than 5,000 individuals on the question of listening habits and hours, the average adult listener in Kansas during April and May 1944 listened approximately 3 hours and 55 minutes each weekday. Since all interviewing was done Tuesdays through Saturdays and the question was based on the exact times the respondent had listened to the radio the day before, no information could be gathered concerning Saturday or Sunday listening. Listening this year represents an increase of nearly 25 minutes per individual over listening reported during the same period in 1943. A table listing comparative data back to 1940 shows a gradual increase in Kansas listening since the 1942 war-year low, with average listening still somewhat under the prewar listening of 1940.

The average evening audience is shown to be two or three times as large as the average audience in the morning or afternoon. However, the survey notes, spot time-buyers using a series of spot announcements, should not judge the total number of different individuals reached, by the size of the audience at a given time. Particularly during daylight hours, it says, the radio audience is constantly shifting from one set of homes to another whereas during the evening the shift is not so pronounced. Therefore, the total number of individuals reached by a series of announcements in the morning or afternoon may not be much smaller than the number reached by a like series broadcast in the evening. This holds true particularly for the farm audience.

Jack Is Jim

WITH transfer of Jack Moore from the marketing department of BBDO New York to radio timebuying, the agency has taken a firm hand to prevent station men from confusing him with Jack Moore, promotion man, also of the radio department. Agency's edict is that Jack Moore, the timebuyer, will be known as Jim, borrowing from his middle name. But the Jack who does program promotion for BBDO clients, perhaps by virtue of seniority in radio, remains just Jack.





shortest distance
BETWEEN TWO POINTS ISN'T THE IMPORTANT THING

We know your interest lies in the quickest way to reach ALL points in Northwestern Ohio and Southern Michigan—more effectively and economically.

That's where WSPD fits in—Our 22 years of service to the community—Over a million loyal listeners—Our popular news and farm service—Top NBC audience shows—And sufficient power to deliver that sales message "out loud".

THE FARM BREAKFAST HOUR

A WSPD FEATURE

Open for Sale

6:00 to 7:00 AM

Monday through Saturday

A live talent show—built to reach Rural Listeners—handled by an experienced Farm Reporter. Can be purchased complete or in a participating sponsorship.

Just Ask Katz

WSPD
TOLEDO, OHIO
5,000 WATTS

IF IT'S A FORT INDUSTRY STATION
YOU CAN BANK ON IT

A FORT INDUSTRY STATION

TO
ADVERTISERS
WHO
ARE
LOOKING

SOUTH

Most marketing experts agree that the South is now the nation's greatest "area of opportunity." If you feel that's true in your industry, we suggest you consider South Carolina as a starting point.

South Carolina is easy to cover. One station—WIS at Columbia—reaches virtually the entire State, daytime. The WIS service area has 74% more radio homes than New Orleans, 185% more than Atlanta, 208% more than Birmingham.

We'd welcome an opportunity to tell you how and why this 5000-watt station, at 560 KC, has a stronger signal (actually delivers more microvolts) over a larger area than is possible even to many 50,000-watt stations. Drop us a line—or ask Free & Peters.

WIS

COLUMBIA
SOUTH CAROLINA

5000 WATTS • 560 KC

FREE & PETERS, Inc., National Representatives

Cities Celebrate

SIX YEARS with the right stations and sponsor is the record for *Quiz of Two Cities* celebrating its anniversary with WFBR Baltimore and WOL Washington. Sponsor is Gunther Brewing Co. of Baltimore and Washington. Henry Hickman of WFBR and Walter Compton of WOL both cut cakes in honor of the event. Program is broadcast by stations in 22 cities.

G&D SPOT CAMPAIGN IN NEW EXPANSION

GAMBARELLI & DAVITTO's spot radio campaign for G&D Vermouth —a substantial expansion over previous broadcast advertising— ties in closely with its space advertising. America as seen by historical characters is the theme of ads and is the subject of short dramatizations included in a half-hour transcription *Vineyard Melodu.*

Produced and placed by Jackson & Co., New York, newly appointed agency, and cut by Columbia Recording Corp., Bridgeport, the disc started as a weekly program Nov. 1 on WINS WNEW WHN WAAT WFBR WIBG WEAN WCAE WRNL and about Nov. 20 will begin on WHDH WEAN. Gambarelli & Davitto, which is the New York division of Italian Swiss Colony Wines, on the West Coast, previously confined its programs to spots and local shows on a few New York stations. They also renewed for 52 weeks Nov. 5 quarter-hour news on WOR.

Gillette Fights on WHN

GILLETTE SAFETY RAZOR Corp., Boston, sponsors on WHN New York for the second consecutive year the Monday night boxing bouts presented by the 20th Century Sporting Club from St. Nicholas Arena in New York. Broadcasts are heard from 10 p.m. to conclusion with Steve Ellis handling blow-by-blow accounts and Don Dunphy the color. Series began Oct. 30 and will continue through the 1944-45 season. Bouts are also telecast for Gillette on WNBT, NBC's New York television station. The Club's Friday night bouts from Madison Square Garden and other points are sponsored regularly on Mutual by Gillette under terms of a new year-round 52-week contract. Agency is Maxon Inc., New York.

CBS Data

COUNTY-BY-COUNTY breakdown of radio families, according to the 1940 Census and to estimates for 1944 made by the CBS research department, has been published in a spiral-bound book by CBS, which is distributing copies to advertisers and agencies [see BROADCASTING, Oct. 9].

NRDGA Video Plan

TELEVISION and its applications to retail store display will be given an entire day of a two-day meeting of store management and display executives to be held Dec. 7-8 by the National Retail Dry Goods Assn. at the Savoy-Plaza Hotel, New York.

Congress Airings Favored in Survey

Straus Discovers Most Stations Sympathetic to Plan

REPLIES of 133 broadcasters to a survey of radio on broadcasting Congressional debates, show 69.2% favorable and only 13.5% opposed, according to a report issued last week by WMCA New York. Survey was conducted by Nathan Straus, WMCA president, following his recent endorsement of the pending Pepper Resolution to permit sessions of Congress to be broadcast [BROADCASTING, Sept. 18].

J. Harold Ryan, NAB president, in an expression of personal views, pointed out some of the "operational difficulties" with such broadcasts, but also mentioned the experience of New Zealand, where such broadcasts are said to have "resulted in an improvement in the calibre of their representatives."

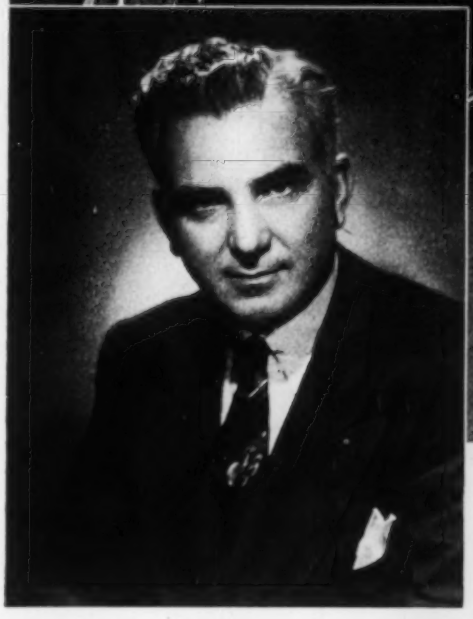
Breakdown of the 133 replies (representing 141 stations) shows 22 broadcasters (26 stations) endorsing the idea and promising to carry the Congressional broadcasts, and 70 broadcasters (74 stations) endorsing the plan without any promise to air the programs, making a total of 92 radio executives (69.2%) favorable to the plan. Remainder of replies divided: 23 (17.3%) undecided; 18 (13.5%) opposed.

Calling the response "most encouraging," Mr. Straus said that although the sample covers approximately 15% of the radio industry, it is wide enough to provide an accurate cross section of national opinion. We all recognize that operational problems exist, but we feel confident these will be met as efficiently as the industry has solved other similar problems. "The immediate consideration is the acceptance by Congress of the principle that radio should not be denied the right to broadcast legislative debates," Mr. Straus said.

MASON, Au & Magenheimer Conf. Mfg. Co., Brooklyn, makers of Peaks, Mason Mints, Black Crows, Dots and other candies and spot radio user, has named Roy S. Durstine Inc., New York as agency, effective Dec. 1. Future media plans are being formulated for the account.

CHATTANOOGA
IN THE HEART OF TVA
POWER EMPIRE
WDOD
CBS
5,000 WATTS
DAY AND NIGHT
PAUL H. RAYMER CO.

SYMPHONY to swing shift



That's the assignment of KYW's versatile Musical Director . .

CLARENCE FUHRMAN

CONCERT PIANIST with the Philadelphia Orchestra at the age of fifteen . . youngest Navy bandmaster in World War I . . with a twenty-year stint as conductor before the mike.

Whether it's Beethoven, Bach, or Brahms . . barrelhouse, boogie-woogie, or the blues, Fuhrman is every inch the master musician. The full range of his talent is currently shown in programs in the popular vein, with special arrangements, sponsored by two leading Philadelphia advertisers.

The outstanding success of KYW musical programs is directly traceable to the genius and sound musicianship of Clarence Fuhrman. Audience-acceptance throughout the coverage-area of KYW, plus the baton of Clarence Fuhrman, are a combination to bear in mind. When considering radio sponsorship in the Philadelphia market, ask to hear an audition-record of "Clarence Fuhrman Presents" . . a 30-minute available feature on Wednesday evenings from 7.30 to 8. NBC Spot Sales will tell you more.

KYW
PHILADELPHIA
50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KDKA • KYW

REPRESENTED NATIONALLY BY NBC SPOT SALES

Corwin Defends PAC Radio Handbook

Denies Use of Illegal Methods to Secure Radio Time

EDITOR'S NOTE: Consistent with our policy of presenting both sides, we publish herewith a letter from Emil Corwin, Radio Division, CIO Political Action Committee, and author of the CIO-PAC Radio Handbook. Editorials to which Mr. Corwin refers were published in 1944 BROADCASTING issues of Aug. 14, pp. 38; Aug. 28, pp. 104; Sept. 11, pp. 36; Oct. 2, pp. 36; Oct. 30, pp. 38.(For further editorial comment, see Page 40 this issue). Mr. Corwin is a brother of Norman Corwin, dramatist, and had been in the NBC press department eight years before becoming radio chief of the Soil Conservation Service, Dept. of Agriculture, in 1942. He left that post last April 6 become PAC radio director.

A FEW months ago the CIO-Political Action Committee issued a *Radio Handbook* to inform labor unions of the people's rights in radio, how to obtain radio time and how to use the time effectively.

The book was distributed not only to labor leaders, but to network and radio station executives, and Congressmen, inviting their comment. To date, not a single condemnatory letter has been received. On the contrary, several Congressmen and station managers have written to commend us for the book. Some literary critics have considered it important enough as current educational literature to give it space in their book review columns.

In view of this reaction, it is difficult to understand the articles and editorials that have appeared in BROADCASTING during the past several months in which the CIO-PAC is variously reported as trying to "force", "cudgel" and "pressure" radio stations into giving CIO "free" time. BROADCASTING also accuses us of "muscling-in" on free time.

By implying that the CIO-PAC advocates illegal or unethical methods to secure radio time, BROADCASTING not only distorts the contents and purpose of the handbook but does a disservice to the radio stations which have made and are now making time available to labor organizations.

BROADCASTING seems to be obsessed with the notion that PAC is on a rampage for free time. Nowhere in your many articles and editorials on our radio activities is there any mention of the fact that labor *buys* radio time. Our *Radio Handbook* discusses circumstances when sustaining time may be obtained, but no reference is made in your columns to the fact that the book also gives information on purchasing time. Our reports indicate that most labor programs on the air are on purchased time.

The *Radio Handbook*, which your magazine has described as a "brazen, impudent effort to pressure broadcasters into yielding free time to CIO unions", has been out for nearly four months. Can BROADCASTING show us where a station has been "forced", "cudgeled", and "pressured" into giving free time to a CIO organization? The evidence is to the contrary.

One station manager on the West Coast wrote us: "All the effort to get radio in the minds of labor has come from our direction. We still today find our local unions inclined to look at radio askance. We want to see labor on the air and on our station."

Columbus Case

Carl M. Everson, manager of WHKC Columbus, was asked during hearings before the FCC recently, if he thought it proper for a labor union to instruct its members on how to get radio time. His answer, as reported in BROADCASTING, Aug. 28, 1944, was: "I think labor unions should do it and do it fast. You've been backward." This was the hearing, incidentally, which your magazine, in its Aug. 21 issue, declared was "inspired" by the PAC to obliterate the NAB. For your information, the petition against the station was filed by Local 927, UAW-CIO, Columbus, in September, 1943, months before the PAC was organized.

Do the instances cited above sound as if radio stations were being coerced into giving labor free time?

Recalls Article

BROADCASTING magazine of Oct. 26, 1942, carried an interesting story on page 59 by T. J. McInerney, titled, "Business Organizations Turn to Radio". Mr. McInerney wrote: "The use of the radio in recent years by businessmen's organizations — trade associations, boards of trade, chambers of commerce, and civic and commercial organizations—as a means of publicizing their organizational activities and advertising their communities, has increased tremendously . . . The majority of the organizations making use of radio depend on sustaining time, but this is not true in every case. Of 165 Chambers of Commerce and similar associations which received a questionnaire sent out by the U. S. Chamber of Commerce, 23 replied that they paid for their radio time. A similar number reported that they paid for time on occasions, while 75 indicated that they did not pay for their program time."

Did BROADCASTING accuse the trade associations and Chambers of Commerce of pressuring and cudgeling stations into giving away free time or muscling in on free time? I don't recall that you did.

Unless radio permits the unbiased presentation of public issues by organizations representing *all* the people, radio is not fulfilling its obligation to operate in the public interest. This is an objective that labor will continue to strive for.

Oct. 26

EMIL CORWIN
Radio Division.

THE BRANHAM COMPANY

Chicago
New York
Detroit
Atlanta
Dallas
Charlotte
St. Louis
Memphis
Kansas City
San Francisco
Los Angeles

representing

KTHS	Hot Springs, Ark.
KWKH	Shreveport, La.
KTBS	Shreveport, La.
WCPO	Cincinnati, Ohio
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KTBC	Austin, Texas
KRIC	Beaumont, Texas
KRLD	Dallas, Texas
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WSAZ	Huntington, W. Va.
WPAR	Parkersburg, W. Va.

Announcing

RADIO STATION

WMT

CEDAR RAPIDS • WATERLOO

is now owned by

THE AMERICAN BROADCASTING STATIONS, Inc.

This change of ownership will not affect our present standards of "top" quality programs . . . our policies remain the same . . . and our audience still remains the "buyinest" folks in Iowa.

Represented by the Katz Agency

Other Fellow's Viewpoint

Editor's Note—Reaction to the letter written by Harry Bannister, general manager of WWJ Detroit, in response to Dr. Harlow Shapley's criticism of singing commercials [BROADCASTING, *Oct. 23*] *has been varied. Herewith are typical letters commenting on the article:*

'Sheer Genius'

EDITOR, BROADCASTING:

You can retire now because you have reached the Olympian heights. It was sheer genius or a burst of incomparable inspiration that caused you to write the headline, "Bannister Slides Down Professor". You have not only made my day—you have made the whole autumn and winter, too.

NATHAN LORD,
Manager, WAVE Louisville
Oct. 24

No Place for Jibes

EDITOR, BROADCASTING:

It doesn't seem to me to be a service to radio to poke fun at Dr. Shapley, as was done in BROADCASTING for Oct. 23.

My own reactions to Dr. Shapley's letter to Niles Trammell are embodied in the enclosed copy of what I wrote to the head of NBC.

It is a matter that stations should clean up, cooperatively, and the sooner the better. In some cases it is simply a matter of better programming. In others, it goes to the content of the announcement but there are times, in my judgment, when we just throw too many commercials at the listeners. In time, that will have the effect of dulling the response.

Dr. Shapley needs no defense from me. He is one of the foremost scientist of the country, a great educator and an extremely hard-headed and practical man withal. I think we would do better to try to make a constructive response to such an intelligent critic.

A. H. KIRCHOFER,
Vice-President, WBEN Buffalo
Oct. 30

The following, also written by Mr. Kirchofer, was addressed to Mr. Niles Trammel, president NBC, who had referred the Shapley letter to Mr. Kirchhofer's attention:

"I just have read Dr. Shapley's letter of Aug. 29, and wish to state that I not only agree but sympathize with him.

"Some of the things being done in connection with chain breaks are an abomination, along with tendencies to over-commercialize radio. It is slaying the goose that lays the golden eggs and we are going to regret it. If we don't do something about it, things you have been through in Washington will be mild compared with what will come.

"It may not primarily be a network problem because the stations so stoutly have defended their right to sell spots between chain breaks; but it is, nevertheless, a common problem and we should work together to clear it up. A single station can't do much about it, except to turn down business and see it gravitate elsewhere but, nevertheless, there are some spots I am cleaning up forthwith." Oct. 3.

Frank A. Merrick

FRANK A. MERRICK, 75, vice-chairman of Westinghouse Electric & Mfg. Co. and former vice-president of the Canadian Westinghouse Co. died in Hamilton, Ont. Oct. 25. Mr. Merrick, a native of the United States, was born in Lambertville, N. J., and educated at Lehigh U., receiving a degree in electrical engineering in 1891. After graduation he worked for the Thomson-Houston Co., Lynn, Mass., and did not join Westinghouse until 1902, when he went to work in the East Pittsburgh plant. In 1903 Mr. Merrick was placed in charge of the new Canadian manufacturing organization of Westinghouse.

Esquire Spots

ESQUIRE MAGAZINE, Chicago, is sponsoring weekly one-minute spot announcements, for an indefinite time on WTCN WCCO WDGY WLOL. Agency is Schwimmer & Scott Adv., Chicago.

United Stipulates

UNITED ADVERTISING Co., Chicago (fountain pens), has stipulated with the Federal Trade Commission to cease misrepresentations concerning price, quality, origin of manufacture, brand designation and value of their pens.

FLY CENSORS PROGRAM—But it wasn't James Lawrence Fly—it was a large, intent horsefly that dive-bombed the air condensers of the transmitter at WHEC Rochester, short-circuited the equipment and knocked off the air for six minutes a brand new 15-piece string combination directed by Ken Sparnon in its debut performance. Here Mr. Sparnon, with Flit gun, maps a counterattack to ward off future intruders.

Movie Spots

INTERNATIONAL PICTURES Inc., New York, which has appropriated $250,000 for the promotion of "The Woman in the Window", scheduled for release by RKO in November will use spot radio in connection with the premiers in various cities, possibly using as many as 200 stations in all, according to Buchanan & Co., New York, agency handling national advertising. Recorded one-minute spots and 15-second chain breaks combining straight copy with sound effects will be used.

In Amarillo, Texas on KFDA

SOMETHING NEW HAS BEEN ADDED (Yearly)

. . . . . LISTENERS!

(● NOTE THESE FIGURES)

GOING . . .

Fall—1942
City—Amarillo, Texas

Morning Index Monday thru Fri. 8:00 A.M.-12:00 N.	KFDA 17.7	STA. B. 78.4
Afternoon Index Monday thru Fri. 12:00 N.-6:00 P.M.	20.5	76.5
Evening Index Monday thru Fri. 6:00 P.M.-10:00 P.M.	14.3	80.8

GOING . . .

Fall—1943
City—Amarillo, Texas

Morning Index Monday thru Fri. 8:00 A.M.-12:00 N.	KFDA 56.9	STA. B. 41.0
Afternoon Index Monday thru Fri. 12:00 N.-6:00 P.M.	34.4	63.9
Evening Index Monday thru Fri. 6:00 P.M.-10:00 P.M.	21.2	78.0

. . . UP!

SUMMER—1944
City—Amarillo, Texas

Morning Index Monday thru Fri. 8:00 A.M.-12:00 N.	KFDA 65.6	STA. B. 33.7
Afternoon Index Monday thru Fri. 12:00 N.-6:00 P.M.	36.0	62.8
Evening Index Monday thru Fri. 6:00 P.M.-10:00 P.M.	30.0	69.0

• NUNN STATIONS

WCMI
Ashland, Ky.
Huntington, W. VA.
WLAP
Lexington, Ky.
WBIR
Knoxville, Tenn.
KFDA
Amarillo, Texas

"This Is The Blue Network"
REPRESENTED BY THE
JOHN E. PEARSON CO.

KFDA
Howard P. Roberson, Mgr.
AMARILLO, TEXAS

WHY PORTLAND, OREGON PEOPLE *PREFER* KGW

Judith Waller, NBC public service director, receives the Knight of the Rose from City Commissioner Dorothy McCullough Lee at the dinner in Miss Waller's honor.

Arden X. Pangborn, KGW's Managing Director, seems to amuse Miss Waller and Mrs. Gilmore.

MARY ELIZABETH GILMORE

PRESIDENT OF THE OREGON CHAPTER, ASSOCIATION FOR EDUCATION BY RADIO

SAYS... "More than two hundred enthusiastic educators and radio people attended this fall's first meeting of the Oregon chapter of Association for Education by Radio. Station KGW was host at dinner in honor of Miss Judith Waller, director of public service for the National Broadcasting Company, who had come to speak to us under KGW's sponsorship. She gave us a graphic description of the radio institutes held last summer at Northwestern and Stanford Universities, and at U.C.L.A. Many of the listeners indicated a desire to attend one of the institutes next year. The whole affair was indicative of the fine relationship that exists between the educators and the commercial radio stations. We are very grateful to KGW for bringing Miss Waller to Portland."

THE STATION WITH EAR APPEAL

KGW

PORTLAND, OREGON

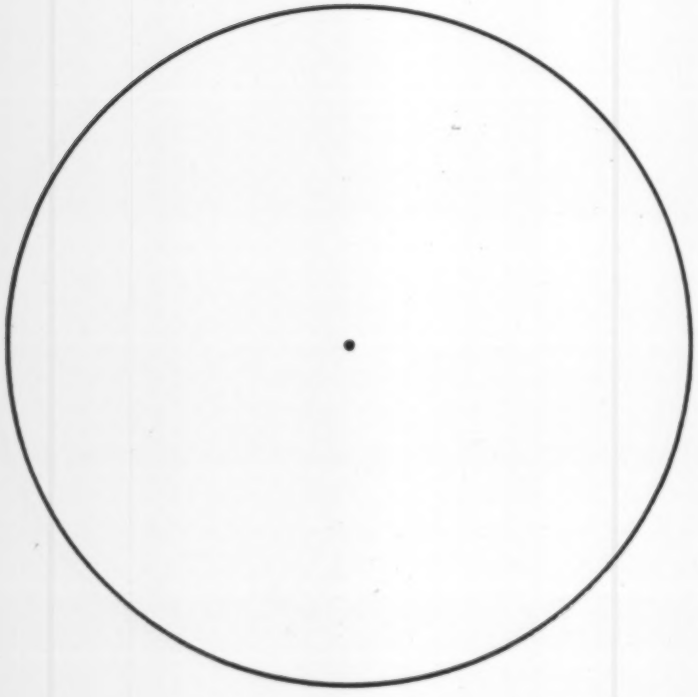
NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

DIRECTIONS In strong light, stare at the center of the letter "O" of the KXOK in the yellow circle and count 40 seconds. Then quickly focus eyes on the black dot in the center of the white circle below. Count ten, and KXOK reappears.

KXOK

KXOK IS NO ILLUSION



Represented by JOHN BLAIR & COMPANY

ON!

Whether you consider KXOK as the miracle of this optical illusion . . . or as a progressive radio station that stands as a living, vital force in this area . . . the good impression this station makes on advertisers proves that KXOK is no illusion.

Results are what count! So . . . look into the illustration and follow instructions to imprint the KXOK call letter on your memory . . . then ask a KXOK or JOHN BLAIR representative to tell you how others have benefited by advertising over KXOK.

Yes . . . learn the facts about this economical and effective medium through which to sell your product in St. Louis and surrounding territory . . . and you'll agree that KXOK is no illusion!

KXOK

SAINT LOUIS, (1) MISSOURI

630 ON YOUR DIAL • 5000 WATTS • FULL TIME • BLUE NETWORK

Owned & Operated by the St. Louis Star-Times

PAY—Offices in New York • Chicago • St. Louis • Los Angeles • San Francisco

Editorial

Snap-Back With Kobak

SELECTION of Edgar Kobak, erstwhile executive vice-president of the Blue, to head Mutual, is applauded by all those interested in radio's progress. During his decade in radio and about its fringe—first with NBC, then Lord & Thomas, and back with the Blue—Ed Kobak developed the respect of broadcasters everywhere, associates and competitors alike. He is a rare combination of salesman-engineer-planner-executive. He likes to call himself a "radio publisher".

With Mutual, Ed Kobak will get the opportunity to put all of his talents to work. The rapid strides made by the Blue since its separation from NBC in early 1942 can be ascribed in no small way to his planning and his coordination with Mark Woods, Blue president.

Mutual got under way a decade ago as radio's first cooperative network venture. It has made excellent progress. Its stockholders and affiliates naturally want to do better.

Whether Mutual will remain a cooperative nonprofit venture (as a network) or alter its organization alone conventional network lines presumably will depend upon Mr. Kobak's recommendations following an appraisal of the operations. Radio should have a strong four-network structure. The competition will be healthy. We think the dynamic Mr. Kobak will bring more business to all radio.

PAC's Corwin Presents . . .

PUBLISHED in this issue (page 34) is a letter from Emil Corwin, radio director of the CIO Political Action Committee. He takes us to task for criticism of the PAC's *Radio Handbook*, published last Summer.

Our editorials have not emphasized those portions of the *Handbook* which dealt with purchase of station time. That's because the *Handbook* itself doesn't emphasize it, and there's implicit in the CIO-PAC campaign procurement of *free* time, and of raising merry ned in the high places if they don't get it.

Labor unions have been exhorted by the CIO, through its official publications, to get in on the ground floor of FM by applying for stations in this virgin radio field. When Sidney Hillman, chairman of the PAC, was asked that question at a National Press Club luncheon in Washington last week, he said he knew of "no program" for that. Perhaps that hasn't been cleared with them.

Mr. Corwin's reference to free time for trade groups warrants response. We have repeatedly inveighed against free time grabs by those who have something to sell. It is just as repugnant to accept a disguised commercial from the National Assn. of Manufacturers in free time as it is from the CIO.

CIO publishes its own newspapers. It can establish its own FM stations, we judge, and have all the time it wants to sell memberships or political action. But then it must be prepared to give opposition labor movements and management equal time. And it will have to clear it with Jimmy Petrillo [AFM-AFL] on a fixed quota of staff musicians.

Slowly, Make Haste

PROCEEDINGS before the FCC on new spectrumwide allocations were conducted at an almost reckless pace. Time is an important element, to be sure, but it's more important to be right.

During the last fortnight there have been rather startling disclosures with the release of hitherto classified information on the propagation characteristics of frequencies in the lower portion of the ultra-high band—the portion in which FM and television and related broadcast services seek to cast their lots. These data purport to show that unique types of radio phenenoma and interference prevail in the band ranging up to about 100 mc, and that scientific factors, plus ordinary prudence, appear to favor movement of these broadcast services above 100 mc.

The argument favoring swift solution of the allocations problem is the Dec. 1 deadline established by the State Dept. for the forwarding of preparatory data, to be used in formulating this country's proposals for the next International Telecommunications Conference, to be held after V-E day. But does that mean that a perfected allocations plan must be evolved by the FCC this week or this month?

The international conference will deal with the allocation of bands having international communications range or interference. As we understand it, only those frequencies below 40 or 50 mc have such international range. It is desirable, of course, to allocate shorter range frequencies for postwar aviation on an international basis, so that planes can utilize the same equipment and bands everywhere. And there's the question of allocations for international shortwave broadcasting. In the latter instance, however, there must be determination of our national policy—whether there should be direct or relay broadcasting in that field.

Thus, the allocations for the broadcast services appear to be a matter not of international consideration but of so-called "regional" concern, covering North and possibly South America. Whether FM or television or both should be accommodated below 100 mc or 300 mc, or above, could be developed at a Regional conference—after full information on these propagation phenomena is available.

Radio veterans recall the 1923 Hoover Conferences, when it was decided to establish the broadcast band at 550 to 1500 kc. It developed that the longer waves below 550 kc were best suited for broadcasting. There are proposals even now that they be converted.

Perhaps the answer to the television problem, if that new radio dimension is to get underway promptly, would be to allocate channels in pairs—one in the lower end of the spectrum and another "upstairs", thus permitting experimentation in both and affording protection to the experimenters who would then be assured of an assignment either way the art might develop.

The important factor now is to avoid a stampede for allocations that would be regretted. Let's not be carried away by the zeal or ambitions of the regulators, manufacturers, broadcasters, inventors or scientists, each with a particular slant or an axe to grind. What's done as a result of the allocations hearings can't be undone overnight or perhaps anytime in the forseeable future. It's wise to make haste, but not more swiftly than is prudent or necessary.

Our Respects To —

ROBERT MORRIS PIERCE

WAR, like politics, makes strange combinations and even the closest friends of R. Morris Pierce are having a difficult time sizing up a mental picture of Morrie in the front lines—let alone commandeering a convoy of tanks to take an objective. For those who know Morrie Pierce know him as a modest, retiring gentleman. But they also know him as one of the top engineers in the radio business—a man whose work and hobby have always been one and the same—radio.

So the exploits of Morrie Pierce in this war are no surprise to his associates at WGAR where he served as chief engineer before taking a leave of absence in February 1943 to become chief engineer for the Psychological Warfare Branch of OWI. He has since been made vice-president in charge of engineering for the Richards stations, WGAR WJR KMPC.

Born in Chicago Dec. 17, 1906 Morrie attended Cornell College in Mt. Vernon, Ia., for two years and later took two more years of study in mathematics and electrical engineering at Case School of Applied Science, Cleveland.

Morrie first broke into radio as a control engineer of WJAY Cleveland in September 1927 and moved the following year to WGHP Detroit as assistant chief engineer. After serving on the engineering staff of WJR Detroit, Morrie went to Cleveland to instal and become chief engineer for the radio system of the Cleveland police department. Late in 1929 he became chief engineer of WJAY and one year later assumed the dual position of chief engineer and station manager of WWVA Wheeling, W. Va.

About this time G. A. Richards began expanding his radio interest from WJR Detroit. He sent John F. Patt and Andrew (Freddy) Friedenthal, his chief engineer at WJR, to Cleveland to open WGAR. When the station went on the air in December 1930, Pierce went to Cleveland to serve as assistant chief engineer. Eight months later Friedenthal returned to Detroit and Pierce was elevated to chief engineer, a position he still holds.

Morrie joined OWI in February 1943 as chief engineer for PWB and it wasn't many months later that the nation first began to associate his name with outstanding radio achievements. In North Africa he conceived the idea of broadcasting terms to the Italian Navy on the international distress channel and to od this he worked one night for 14 hours revamping an old commercial transmitter to operate on the SOS channel. With the invasion of Sicily and Italy, Morrie returned

(*Continued on page 42*)

From Portland, Oregon to Portland, Maine

Johnny Carpenter, KOIN, lets Northwest dialers listen in on Mayor Riley's phone challenge to Maine.

. . . for United War Chest!

Even from coast to coast, a telephone call isn't worth $1,614,604. But when Portland's Mayor Earl Riley (Oregon) challenged City Council Chairman G. A. Harrison (Maine), and the Oregon end of the conversation went out over KOIN, the community's response helped put the United War Chest over the top. The challenge, initiated by KOIN, highlighted the opening week of the recent campaign.

● It takes all of the community to do a community job. KOIN's part in the United War Chest drive:

- Five major half-hour productions, including "The Fifth Freedom".
- Production for United War Chest kick-off luncheon.
- Continuous reminder reports.
- The challenge to Portland, Maine.

This year's campaign was the most successful in local history. We are proud of our community's response.

FREE & PETERS, Inc.
National Representatives

KOIN

PORTLAND
OREGON

CBS

Buffalo's Greatest Regional Coverage

WGR

550 K.

IS NOW BUFFALO'S BLUE NETWORK STATION

5000 WATTS DAY

1000 WATTS NIGHT

BUFFALO BROADCASTING CORPORATION

Stinson Returns

L. W. STINSON, chief engineer of KVOO Tulsa, on leave for eight months on special assignment for the Overseas Branch of OWI, has returned to the station. In the Italian and Mediterranean theatres, Mr. Stinson was engaged in technical work with the OWI. His activities in that area brought him into frequent contact with other broadcasters now serving with OWI or the various armed services. Among these were Lt. Hugh Carpenter, Army Signal Corps, formerly a studio engineer with KVOO; Charles Topmiller, chief engineer of WCKY Cincinnati, now with OWI; Lt. Ed H. Lockwood, Army Signal Corps, formerly on the technical staff of WLW Cincinnati.

FASCINATED BY four-time dry fly casting national champion, (center) Frank Steele, WBBM Chicago salesman, are (l) Jim Cruisinberry, WBBM-CBS news and sports editor, and (r) J. Kelly Smith, who is WBBM commercial manager. Steele won his latest victory for the Illinois State dry fly championship last week. He holds a number of world records.

Every survey, every poll taken around Fargo for years, proves that listening to WDAY is the favorite diversion of Red River Valley folks. For dozens and dozens of miles in every direction from Fargo, WDAY is practically the only station that gets anything even approaching a big following. If you want the facts, just write us—or ask Free & Peters!

WDAY

FARGO, N. D. . . . 5000 WATTS . . . . N. B. C.

AFFILIATED WITH THE FARGO FORUM

FREE & PETERS, NATIONAL REPRESENTATIVES

Our Respects to

(*Continued from page 40*)

to Cleveland but the story of this great radio accomplishment did not come with him. For in the mind of Morrie Pierce this was a job any radio engineer could do and was no occasion for public fanfare. Had the story not been introduced as testimony before a House committee, it might never have been told.

Last January, after a short visit home, Morrie left the country again for England to become chief engineer of continental operations for PWB of OWI, serving under William Paley, CBS chief.

After D-Day, Morrie moved into France, supervised the installation of the first free radio in France at Cherbourg and has been in the front line—often ahead of them—ever since.

On Oct. 16, UP carried the story of the latest escapade of the amazing Morrie—the capture of Radio Luxembourg. Alert to the propaganda value of the station, Morrie went to the commanding general, requesting a number of tanks to take the station before its destruction by the Nazis. His "army" took the station, one of the most powerful in Europe, which brought a commendation from Col. C. R. Powell, on behalf of the 12th Army Group for Pierce's "very efficient, prompt and vigorous action in the capture of Radio Luxembourg . . ."

Every time Morrie goes away his friends look for another Pierce miracle in radio. Where the next one will be is purely for the crystal gazers. In the meantime his associates at WGAR, his wife Florence, and three children, Patricia, 13, R. Morris Jr., 11, and William 7, are looking forward to his expected return this month.

Benny Off 4 Minutes

LINE BREAK between Denver and Hollywood cut 4 minutes and 10 seconds out of the Jack Benny broadcast for Lucky Strike Oct. 29, but within seconds following the interruption an explanation of line trouble was broadcast, keeping telephone calls to stations at a minimum.

"Maybe you could tell me the name of the guy who insisted on listening to WFDF Flint."

New Salt Lake City Regional Granted; KDYL, KGA Petitions Set for Hearing

ACTING WITH almost unprecedented speed, the FCC last Monday authorized a new regional broadcast station for Salt Lake City to operate on 910 kc with 1,000 w fulltime. Principals are Abrelia S. Hinckley, wife of Robert H. Hinckley, director of the Office of Contract Settlement, former Assistant Secretary of Commerce, and until recently chairman of the Civil Aeronautics Authority; and George C. Hatch, manager of KLO Ogden, and his wife, Wilda Gene Hatch.

The application for the new station had been filed Sept. 20 and was announced in a formal FCC release on Sept. 25.

The action authorizes the second new station for Salt Lake City within the past few weeks. On Sept. 12 the FCC authorized a new local station to operate on 1400 kc with 250 w unlimited time to the Granite District Radio Broadcasting Co., approving an application which had been pending for sometime and then reinstated.

Has Necessary Equipment

Mrs. Hinckley holds 50% of the new Salt Lake City Broadcasting Co. interest, while Mr. and Mrs. Hatch have 25% each. Mrs. Hatch is the daughter of Abe L. Glassman, owner of KLO, a Mutual outlet, and according to the application, the new Salt Lake station will affiliate with the same network.

A week before the grant, an application for a new local station in Salt Lake City, filed by the Telegram Publishing Co., which publishes the *Salt Lake City Telegram*, was withdrawn on petition. In that case also, the applicant had claimed to have in his possession all of the necessary equipment, which would comply with the Jan. 26 "semi-freeze" statement of policy of the FCC, permitting new station grants in areas where need for service is indicated and when basic equipment is in hand. If that application had not been withdrawn, under established procedures, a hearing on the need for additional services in Salt Lake City would have been indicated.

At the same Oct. 30 session, the FCC designated for hearing the applications of KDYL Salt Lake City and KGA Spokane for assignment on the 880 kc clear channel, on which WABC New York, CBS key station, is the dominant outlet. By granting the Hinckley-Hatch application, however, a grant to KDYL technically would be precluded, because of lack of adequate frequency clearance in the same area, in view of the proximity of 880 kc to the 910 kc frequency. A minimum of 40 kc tolerance is recognized under regulations of the FCC.

KDYL seeks a shift in frequency from 1320 to the 880 kc channel, while KGA wants to shift from 1510 to the same frequency.

Vandeventer for 'Look'

FRED VANDEVENTER, newscaster of WJR Detroit since 1942, Nov. 6 was to start a six-times weekly quarter-hour news program at 11 p.m. on WOR New York, replacing Ed Thorgersen, who has given up the spot to devote his time to other interests. Period is sponsored by Hoffman Beverage Co. and *Look* Magazine. A newspaper man before joining the Detroit station, Mr. Vandeventer has written for Universal Service and King Features, and served at one time in the AP Detroit bureau.

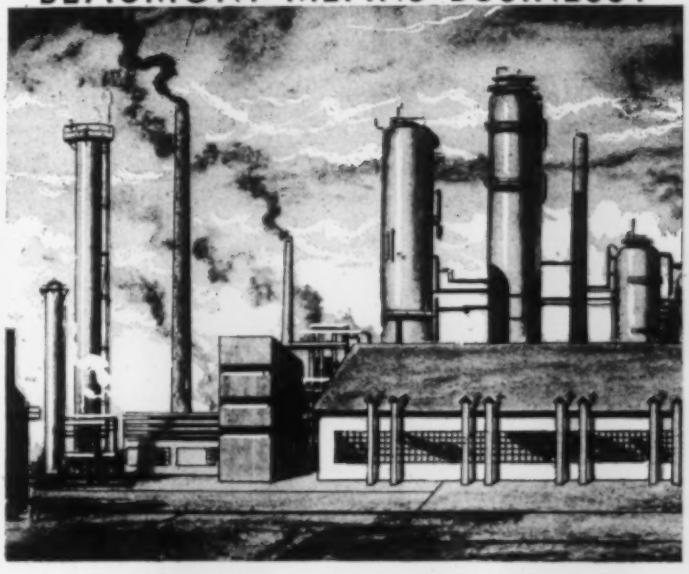
Hooper proves It's a Bull's-eye!

A Million Prosperous People in Our Primary Plus a Hooper of 91.3% by Day and 80.4% by Night

1000 Watts **WJHL** Johnson City 910 K.C. Tennessee

REPRESENTED BY HOWARD WILSON CO.

BEAUMONT MEANS BUSINESS!



Oil Refineries

POST-WAR AND POST-NOW

The oil refining industry that has long created wealth in the Sabine area which surrounds Beaumont has grown to gigantic proportions. But oil refining is only one of the many important industries which make this area a fruitful market. Among these are shipyards, steel and iron works, synthetic rubber plants, rice mills and canneries—all geared for war today . . . preparing for peace tomorrow.

KFDM is the major network station which really gives you coverage and penetration of the rich Sabine area. Located in Beaumont, one of America's fastest growing cities, KFDM offers you a Hooper-authenticated listening audience such as no other station enjoys in this market. Ask for the facts today.

Represented by Howard H. Wilson Company

KFDM

BEAUMONT, TEXAS
BLUE NETWORK, 560 K.C., 1,000 WATTS
MEANS BUSINESS

SERVING THE **MAGNETIZED SABINE AREA

**Magnetized . . . drawing people and industries from other sections!

COLUMBIA NETWORK

WKBW

1520 K.C.

BUFFALO'S ONLY 50,000 WATT STATION DAY and NIGHT

BUFFALO BROADCASTING CORPORATION

RAND BUILDING, BUFFALO, NEW YORK

National Representative: FREE & PETERS, INC.

BAUKHAGE TALKING

A NOONTIME FAVORITE IN LINCOLN, NEBR.

AVAILABLE FOR SPONSORSHIP ON KFOR

LINCOLN, NEBR.

12:00 Noon to 12:15

Represented by Edward Petry Co., Inc.

KFOR

"Nebraska's Capital City Station"

LINCOLN Nebraska

Blue and Mutual Networks

Personal NOTES

PAUL BELAIRE, former manager of the Boston sales office of WOR New York for eight years, has been named commercial manager of WCOP Boston.

HARRY F. ALBRECHT, for the past two years a member of the WAAF Chicago sales staff, has been named account executive of WLW Cincinnati in the station's Chicago office. Mr. Albrecht replaces **HERBERT FLAIG**, who heads the Atlanta WLW office [BROADCASTING, Oct. 30].

ROBERT FELSENTHAL, merchandising executive for Sears Roebuck & Co., and Sears International before joining RCA in 1942, has been named manager of the radio, phonograph and appliances division of the international department of RCA Victor Division, RCA. **HUBERT H. KRONEN**, former RCA Victor regional manager, is sales manager. **J. A. MIGUEL** has been named general manager of RCA Victor Mexicana, Mexico City, succeeding **H. R. MAAG**, transferred to RCA's domestic regional sales, and **J. M. KERBEY**, former vice-president of the Argentine subsidiary company, has become manager of international accounts and finances at RCA Victor Camden headquarters.

WILBUR STARK, released from the armed forces, has returned to the commercial staff of WMCA New York.

FRED BECKER, Blue Pacific Coast manager of spot sales, has resigned.

RALPH TAYLOR, Hollywood sales promotion manager of CBS Pacific stations, is in New York.

BURRIDGE D. BUTLER, president of WLS Chicago, has left Chicago on his annual trip to Arizona where he operates the Arizona Network.

JAMES M. LeGATE, general manager of WIOD Miami, has been appointed a member of the program committee of the Miami Rotary Club.

OTIS WILLIAMS, salesman of WOR New York, transfered to Mutual, parent network, on Nov. 1 as a member of the sales department. Mr. Williams was with McGraw-Hill Publishing Co., New York, before joining WOR.

WILFRED ROBERTS, assistant director of the radio division of the CIAA in New York, who left with **JOHN W. G. OGILVIE**, radio chief, for Rio de Janeiro Oct. 8, is expected back in the U. S. with Mr. Ogilvie Nov. 7.

MAE BOHANNON, secretary to **JOHN CREUTZ**, chief of the domestic and foreign branch, WPB Radio & Radar Division since Dec. 7, 1942, was married Oct. 21 to **CPL. W. J. WILLIAMS** of the Army's telephone communications corps.

DR. W. L. EVERITT, electronics authority, has been appointed professor and head of the department of electrical engineering at the U. of Illinois, President **ARTHUR CUTTS WILLARD** announced. Dr. Everett will not take up his duties at the university however, until the end of the war. He was granted an automatic leave of absence to continue the direction of important research for the Army at Washington which he has been doing since early 1942.

JACK ZINSELMEIER, formerly in charge of drug trade extension work at WLW Cincinnati, has been appointed director of drug trade relations, replacing **RALPH E. VISCONTI**, now a lieutenant (jg) in the Navy.

A. INMAN MARSHALL, JR., former salesman of WSYR Syracuse, has been promoted to a captain in the Army Air Force. He has been serving in the New Guinea theatre of operations since 1943. He is a nephew of **MRS. H. C. WILDER** and lived with **COL.** and Mrs. Wilder before entering the service.

CHRISTINE MITCHELL, formerly with North American Aircraft, Kansas City, has joined John Pearson Co., station representative in new offices located at 1112 Dierks Bldg., Kansas City, Mo.

KAY FISHER, a member of the sales staff of John Pearson & Co., Chicago, is recuperating from a minor operation at the Augustana Hospital, Chicago.

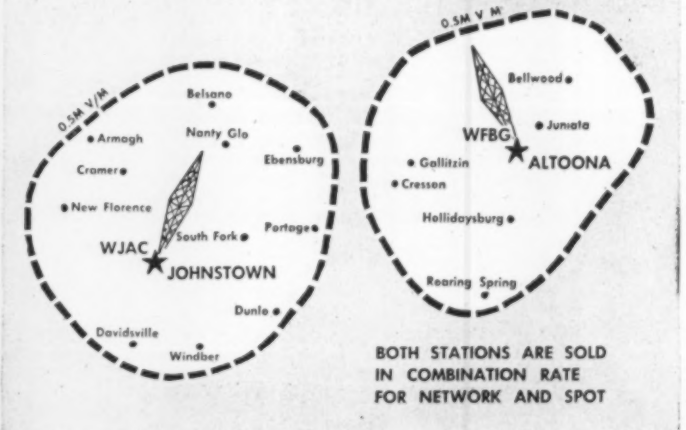
NATHAN L. SILBERBERG, former associate director of *American Forum of the Air*, MBS Sunday evening program, has moved his Washington law offices to 812 F St. N.W. He is a member of the District of Columbia and New York Bars.

WJAC JOHNSTOWN

NBC

WFBG ALTOONA

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area



BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives

HEADLEY-REED COMPANY

New York, Chicago, Detroit, Atlanta, San Francisco

KASA, KGY Shifts

CONSENT was granted by the FCC last week to assignment of license of KASA Elk City, Okla. from E. M. Woody, sole owner, to the Southwest Broadcasting Co. for $11,250. Quarter interest in Southwest Broadcasting is held by Lonnie J. Preston, president and director, representative of KGNC Amarillo, Tex. Half interest is held by Hoyt Houck, vice-president and director. Walter G. Russell, secretary and director, holds remaining interest. At the same action the Commission granted shift of KGY Olympia, Wash. from a corporation to an individual, Tom Olsen, who is sole owner.

KIUL to MBS

KIUL Garden City, Kan., joined MBS Nov. 1 as the network's 246th station. On the same date KIUL increased its power from 100 to 250 w, on 1240 kc.

LT. CHARLES J. GILCHREST, USNR, former director of news and special events of WBZ-WBZA Boston, and afterward chief of the radio section of the Treasury's War Savings Staff, last week reported for temporary duty at the Navy's Bureau of Aeronautics, information service, Washington. He recently returned after 20 months in the Pacific War Theatre, during which time he was executive officer of an amphibious landing force.

BEN MORRIS has been appointed promotion manager for *Electronic Industries* and *Radio & Television Retailing*. He will also direct market research and copy service.

MAJ. ROBERT M. SAMPSON, former sales manager of KWK St. Louis, has been transferred from a Texas training base to staff duty at Army Ground Forces headquarters in Washington. He has been in the Army Field Artillery, for two years.

LEROY A. WILSON former commercial division assistant vice-president, was elected vice-president in charge of business research and Bell System revenue requirement studies of the American Telephone and Telegraph Co. Mr. Wilson joined the company in 1922 in the traffic department of the Indiana Bell Telephone Co.

Faurie Named

GEORGES FAURIE, formerly of Delco Appliance Division of General Motors, has been named manager of advertising and sales promotion of the new Radio Receiver Division of Westinghouse E. & M. Co., according to Harold B. Donley, division manager. He has been in the radio and appliance merchandising field 17 years. Paul H. Eckstein, formerly sales promotion manager of Stewart-Warner Corp., has been named assistant sales manager and J. N. VanDeman has been promoted to manager of the Middle Atlantic District.

One Of America's Finer Stations

NO OTHER STATION CLAIMS WBOC'S FULL PRIMARY AREA

WBOC

JOHN W. DOWNING, Pres.
CHARLES J. TRUITT, Mgr.

RADIO PARK • SALISBURY, MD.

MUTUAL BROADCASTING SYSTEM
MARYLAND COVERAGE NETWORK

The adventures of OZZIE and HARRIET originates at KNX...

...so does Sunrise Salute

The home life of those Nelsons (Ozzie and Harriet) has all the privacy of a railroad station Sunday nights when this new comedy team broadcasts *The Adventures of Ozzie and Harriet* coast-to-coast over CBS. Like a score of other national headliners, it orginates in the studios of KNX.

Bandleader Ozzie and his singing spouse, Harriet, have brought a refreshing new note to the air. Their bright dialogue—Harriet's songs, Ozzie's suave music, the smooth supporting cast—all these are blended behind-the-scenes by unsurpassed KNX facilities. *The Adventures of Ozzie and Harriet* has the same flawless network production that polishes every transcontinental show originating at CBS-in-Hollywood.

But the best KNX production skill, the finest KNX technical facilities aren't "held out" for nationwide programs. You'll hear the same stamp of quality on KNX *local* shows, presented only for Southern California listeners. And any advertiser can command them.

Take *Sunrise Salute*. It's a live, wake-you-up show. Burritt Wheeler, emcee. A tenor, a pop singer, a trio and an orchestra—all performers of best nighttime caliber—at 6:15 in the morning. Wheeler's basement-to-attic hints for housewives, his impromptu philosophy, the smooth production that best blends words and music—these all make plenty of listening friends. (Friends buy sponsors' products.)

Some nimble advertiser can sign up a participation now on *Sunrise Salute*. With it, he'll get a large audience and a program built to those same high standards of network radio that keep KNX one of the nation's outstanding producers of outstanding programs. A call to us or Radio Sales puts KNX showmanship to work for you.

Represented by Radio Sales, the SPOT Broadcasting Division of CBS

KNX
LOS ANGELES
50,000 WATTS
CBS
COLUMBIA OWNED

Columbia's Station for All Southern California

IS THIS A NIGHTMARE?

We think it is! But it's the conception some self-styled "farm editors" have of how the Iowa farmer goes to market. Otherwise they would not pull nightclub gags between jive records on their "farm programs". They'd learn the difference between a shoat and a ewe; they would know that the AAA is not the American Automobile Association!

The Iowa farmer does *sow oats*—for he will harvest 147,150,000 bushels this year. He'll also harvest 589,992,000 bushels of corn—37,-314,000 bushels of soy beans—will top the $7,672.00 average income he made in 1943.

To reach America's No. 1 farmer, use the No. 1 Farm Station. No other station in this area gets more than *half* the listener mail KMA gets every year. No other station in this No. 1 Farm Market is a *full-time* farm station. Therefore it's only good business to use KMA. But call us—or Free & Peters—for your availabilities now, please. Schedules are crowded—but you'll find us *very* cooperative!

KMA

Blue Network

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IA.

FREE & PETERS, INC.
Exclusive National Representatives

BEHIND the MIKE

FRANK EDWARDS, former Mutual commentator, has joined the news department of WIBC Indianapolis, where he will deliver two news commentaries nightly. In addition, Mr. Edwards plans to tour the state and lecture at schools and service clubs.

ERNIE SAUNDERS, former sports director of WGKV Charleston, has been appointed musical director for the station.

TOM MOOREHEAD, sports director of WFIL Philadelphia, has returned to his duties after recovering from a throat infection.

JOAN KESSLER is the newest addition to the program department staff of KYW Philadelphia.

HERBERT RUDOLPH, announcer of WGES Chicago, has been appointed acting program manager of the station, replacing **ROBERT MILLER** who recently joined WSBC Chicago as general manager.

GAIL McCOSH, member of the program department of the Blue Network central division has been appointed assistant continuity editor, succeeding **CHRIS FORD**, appointed continuity editor.

JAN FRANKEL, formerly engaged in research studies for Psychological Corp., New York, has joined WIND Chicago as sales researcher.

FRED VanDEVENTER, member of the news staff of WJR Detroit for the past two years, has joined WOR New York.

LT. JOHN DENMAN, who is being returned to inactive status because of injuries received in the Central Pacific theatre of war, and former news editor and special events director of WTJS Jackson, Tenn., has been added to the news staff of WJR Detroit.

WILLIAM WAITE, released from the Army, has joined KFI Los Angeles as announcer.

TED BENTLEY, Hollywood announcer, and **KATHERINNE SIRE** music librarian of KECA Los Angeles, have announced their engagement. Wedding is scheduled for early September.

WILLIAM J. ANDREWS, with the Ferrying Division, Air Transport Command, has rejoined NBC Hollywood as assistant manager of NBC Radio Recording Division. He was manager of NBC Hollywood guest relations department before joining the service.

DALE CLARK, former chief of the AP in Atlanta, has been named news editor of WAGA Atlanta.

MARVIN BURICK, announcer of WIOD Miami, has been inducted into the Army. New additions to the WIOD announcing staff are **JOHN GUNN** and **ROBERT ST. LAWRENCE**.

GENEVIEVE McCARTHY of the program department of WFBL Syracuse is recuperating from an appendectomy at the University Hospital.

MURRAY BOGGS, formerly with KVI and KMO Tacoma, Wash., has been added to the announcing staff of KIRO Seattle.

TOM CARNEGIE, former sports commentator, has been appointed public service director of WOWO Ft. Wayne, Ind.

LT. JAMES O. HARDIN Jr., USMCR, former announcer and promotion man with WSB and WATL Atlanta, and first man to do Marine battle broadcast recordings, has graduated from Officer Candidate School, Quantico, Va., as second lieutenant.

DOUG MANNING, new to radio, has been added to the staff of CKNX Wingham, Ont.

RALPH MONTGOMERY, former actor and director of WDBO Orlando, Fla., has joined KOIL Omaha, as announcer.

GIBSON JACKSON has been appointed program production manager of WSAV Savannah and **FRANCIS HARDEN** has been named chief announcer.

SGT. MEL ALLEN, a member of the CBS sports staff and freelance sportscaster before entering the Army, has been transferred from Ft. Benning, Ga. to the Armed Forces Radio Headquarters, New York, where he is airing sports programs overseas via shortwave.

BOB ARDREY has been appointed program director and announcer of WFIG Sumter, S. C. New to the announcing staff is **SY PAGET**.

McClure Back at WOAI

KEN McCLURE has returned to WOAI San Antonio as chief of the newsroom he installed there in 1935. He will also do a nightly commentary and handle public relations for the station. Mr. McClure spent the last three years during which he was separated from WOAI, in radio and public relations work in North Texas and during part of last year made a trip to England and the ETO.

CAPT. T. M. HARCOURT, retired RAF officer and holder of the DSO and DFC, has joined WJLS Beckley, W. Va. as program and production director.

FRANCES NEWELL, KGVO Missoula, Mont. announcer, has resigned to continue studying for a law degree at Berkeley, Cal. **PHILIP STANLEY** and **JOHN McCAULEY** have been added to the KGVO announcing staff. **SIDNEY McSLOY Jr.**, announcer, is still in the hospital recuperating from osteomyelitis.

HILLIARD GATES, former WOWO Fort Wayne sportscaster, just released from the Army, has returned to the station.

JAMES E. HAND has joined WING Dayton as continuity writer.

MATTHEW HALTON, Canadian Broadcasting Corp. war correspondent, has returned to Canada from the European battlefront to make a trans-Canada tour in support of the 7th Canadian Victory Loan drive.

ROBERT E. LEE MOORE, Trans-Radio European war correspondent, has returned to this country for a short period but will return soon to his post on the European battlefront.

JOHN KELLY, news editor for WIP Philadelphia, has been promoted to director of special events and publicity for the station. He succeeds **RALPH H. MINTON**, who remains to handle audience and business promotion.

ALFRED (Dinny) DINSDALE, former commercial manager and news analyst of WATN Watertown, N. Y., has joined WAGE Syracuse as production manager.

JANICE HENSTRIDGE has joined WPEN Philadelphia as traffic manager.

JACK BENNETT, formerly of KARK Little Rock, KWOS Jefferson City, Mo. and WTMV East St. Louis, Ill., has been added to the announcing and writing staff of KWK St. Louis.

JOHN L. STONE, continuity editor of WRVA Richmond, Va., for the past eight months on leave with the OWI in London, has returned to the station.

LESLIE BALOGH BAIN, news commentator of WIOD Miami, accredited by the War Dept. as an overseas correspondent, has now arrived in the Italian theatre, where he will be stationed. Last May Mr. Bain had a two-weeks observation tour overseas as an accredited Navy correspondent.

BILL FREDERICKS has resigned from the announcing staff of WINN Louisville because of ill health and is succeeded by **RALPH STEVENS**, formerly of WAOV Vincennes, Ind. Both are veterans of World War II.

JUST A LINE
to let you know that
FROM ANY ANGLE
you get
AN ALL 'ROUND
SQUARE DEAL
on WHDH
Never a Dull Moment on
WHDH
BOSTON'S BLUE NETWORK *Plus* STATION

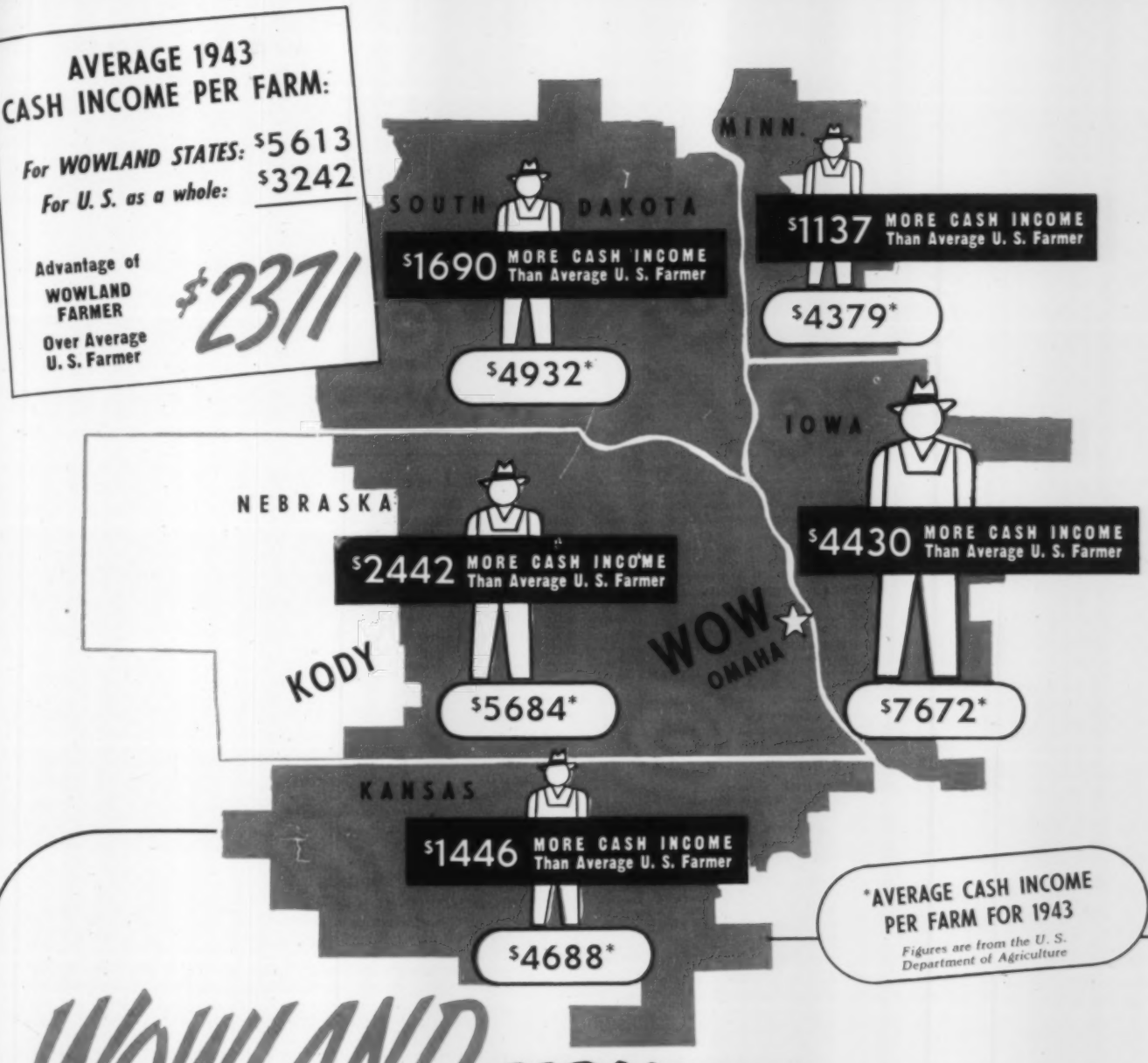
National Sales Representatives · SPOT SALES, INC., New York · Chicago · San Francisco

Every national advertiser wanting results in the MARITIME PROVINCES OF CANADA should make sure that his schedule includes

CHNS

Halifax, Nova Scotia

JOE WEED & CO.
350 Madison Avenue, New York
Representatives



WOWLAND FARMERS' Cash Income for 1943 is Better than the U. S. Average by

35% TO 250%

(AND 1944 LOOKS EVEN BETTER!)

Radio Station WOW covers the western third of Iowa; the eastern two-thirds of Nebraska; half of So. Dakota and rich areas of Minnesota, Kansas and Missouri

Ask Your Blair Man for Availabilities

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY AT NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

WE DON'T HUNT OVER NO DECOY (Ky.)!

Way down in Kentucky somewhere there's a "town" called Decoy—but WAVE ain't banging away at *any* of them kind of towns. When WAVE aimed its directional antenna, we laid a bead on the Louisville Trading Area—and get more meat than all the rest of Kentucky *combined.* Yes—more purchasing power, more retail sales, more *everything* except kerosene lanterns! Come on in and get your limit—quick and easy!

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N. B. C.

FREE & PETERS, INC.
National Representatives

Send a V-MAIL today
Keep up morale

Home front news is vital on the fighting front. Write a fighting man *today.*

Hotel Mayfair
SAINT LOUIS

PETER BRADLEY, formerly of WAIT Chicago, has joined the announcing staff of WSBC Chicago.

CHARLES LaFORCE, announcer, formerly of WEMP Milwaukee, has joined WAIT Chicago.

PAUL CLARK is the new night news editor at WIP Philadelphia.

LESLIE C. FITZGERALD, formerly on the announcing staff of WFDF Flint, Mich., has joined WOV New York. Mr. Fitzgerald, wounded in the South Pacific, was recently discharged from the Army.

JOHN S. PEACH, flight lieutenant, RCAF, formerly of CBR Vancouver and CBC war correspondent, has returned to England after some months in Canada. He will join the North American service of the BBC in London, where he previously was head of the RCAF radio public relations section.

ISOBEL MIDMORE, continuity editor of CKWX Vancouver, is teaching radio script-writing at night school this season, her second as an instructor on this subject.

CHARLES B. H. VAILL, former audience promotion manager of WEAF New York, has been appointed promotion manager. He will coordinate both sales and audience promotion activities of WEAF. **ROY C. PORTEOUS,** who has been handling promotion in the spot sales department, will assist Mr. Vaill. **ANITA CLEARY,** with the promotion department of WEAF since 1942, has been appointed assistant production manager of the promotion department, replacing **HAROLD BISSON** who resigned to join McCann-Erickson, New York.

WALT FRAMER, former freelance writer and producer, has joined WAAT Newark as audience promotion manager.

ROBERT J. RICHARDSON Jr. has been appointed director of public relations of KWK St. Louis. Mr. Richardson has been with the station for 10 years.

LARRY PAYNE, announcer at WJR Detroit, is instructing at Wayne U. in general radio along with **FRANK (Bud) MITCHELL,** WJR director of operations, who continues to teach radio speech.

ROBERT DONOVAN in radio since 1930, formerly with KHJ and KNX Los Angeles and KFR Fresno, has been named sports and special events announcer at KALE Portland, Ore.

PEGGY BYRNE, formerly in the publicity department of WBBM Chicago, has joined WLIB Brooklyn as publicity director.

TOM HOLBROOK, announcer of WWL New Orleans, is the father of a boy.

GERALDINE FOSTER has been named exploitation director of Mutual, succeeding **GEORGE LEWIS,** who last week became director of public relations and special events of WHN New York. Miss Foster, was formerly associated with **ELEANOR LAMBERT,** New York, publicist.

PAUL FORREST, former account executive of Homer Griffith Co., Hollywood, station representative, has joined CBS Hollywood as sales merchandising manager for Columbia Pacific Network. He replaces **JACK O'MARA,** who resigned to become Blue western division sales promotion manager. **RAY WILSON,** discharged from the Army and former announcer-writer of KGKB Tyler, Tex., has joined CBS Hollywood as director of trade news division. He replaces **JAC WILLEN,** who resigned to open his own publicity office.

NICK DRAKELICH, announcer of KMJ Fresno, Cal., has joined the Navy.

JOHN BUEY has joined the announcing staff of WHEB Portsmouth, N. H. **BOB ATHEARN,** announcer, has been appointed musical director.

RICHARD DAVIS, former policy reader in NBC's script division, has been assigned to the division's writing staff.

CHAPMAN ROLLINS, former announcer of KPHO Phoenix, Ariz. and now with the Army, and **HELEN HOAG,** KFI Los Angeles secretary, were married in Los Angeles Oct. 14.

GEORGE T. CASE, assistant program director of WBBM Chicago, is recuperating at St. Francis Hospital, Evanston, from an appendectomy.

WHLN to MBS

WHLN Harlan, Ky. will start operations as a Mutual affiliate as soon as line facilities have been completed. Station is operated on 1930 kc with 250 w by Blanfox Radio Co. Inc.

WYTHE WALKER, New York, has been appointed exclusive national representative by KFPY Spokane, operating with 5,000 w on 920 kc.

WEEI—WHAT an anniversary! These 13 members of the staff of WEEI Boston have been with the station 15 years. Celebrating their service and WEEI's 20th Anniversary are (l to r, front row): Nan Howard, sales representative; Florence Mitchell, secretary; Harold E. Fellows, general manager; Frances McLaughlin, general service manager; Dorothy Franklin, secretary; Caroline Cabot, director of WEEI's shopping service. Back row: Engineers John Buttrick, Fred Lange, Ralph Mathewson, Ralph Cowie; Carlton Dickerman, announcer; William Rule, engineer; E. B. Rideout, weatherman. Group totals 208 years of service with station.

NAFE Uses Radio

MORE than 200 women commentators throughout the country are cooperating with the Nonpartisan Assn. for Franchise Education, New York, in its campaign to "get out the vote," by carrying spots urging listeners, especially women voters, to go to the polls Nov. 7, according to Randolph Feltus, executive director of the organizatin. Register-and-vote appeals have been carried during 140 network shows, he reported. The association has been circulating transcribed spots. "Radio has been very cooperative and effective in getting people to exercise their basic obligations as citizens." Mr. Feltus said, stating that pledges of cooperation were being received daily from station directors.

RCM Video Plans

RCM PRODUCTIONS, Hollywood producers of "Soundies", with a stock reserve of product which can be used for telecasting, is now shooting subjects with video in mind. Ben Hersch, president of RCM which produces for Mills Panoram boxes, in late October revealed that with completion of 20 new coin-in-slot films currently in production, his firm will have an inventory of more than 400 short reels available. All are shot for small screen and feature scores of name bands, singers, dancers and other entertainers.

KPRO POLICY GROUP HEARS MISS LEWIS

FIRST fall meeting of the KPRO Riverside, Cal., Community Radio Program Policy Committee was addressed by Dorothy Lewis from New York, Coordinator of Listener Activities for the National Assn. of Broadcasters, Wash., D. C., who spoke of the unusual opportunities radio offers for civic and educational programs.

Originated by W. L. Gleason, president of the Broadcasting Corp. of America, to assist KPRO in planning effective public service programs, the Committee consists of 15 people headed by the City Superintendent of Schools who were elected by popular vote of the citizens of the community.

Representing KPRO at the luncheon were Mr. Gleason, Gene Williams, commercial manager, Mrs. June Vaccaro and Mrs. Mildred Thorne.

NBC Home Series

NBC UNIVERSITY of the Air on Nov. 18 starts its fourth weekly half-hour series, *Home Is What You Make It,* Sat. 9-9:30 a.m. New course, devoted to the elements that make up a successful home life, will be presented in cooperation with the network and the General Federation of Women's Clubs, the American Home Economics Assn. and the National Congress of Parents and Teachers. News, dramatizations, music and talks by noted experts in the several fields will be included in each program.

790 KC KFQD 1000 W
ALASKA BROADCASTING CO.
Nat. Rep.: Pan American Broadcasting Company
342 Madison Ave., N. Y. C.

WBNX
DAILY PROGRAMS IN
Italian
Polish
English
German
Jewish
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

THE ONLY SINGLE MEDIUM *Completely*

COVERING THE INLAND EMPIRE

KHQ

5000 Watts—590 Kilocycles

Owned and Operated by

LOUIS WASMER, INC.

Radio Central Bldg. Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.

Ready for World Markets—famous Washington Apples. Wenatchee District alone (in KHQ's Primary Area) grows one-eighth of all apples in the U. S. Other districts also contribute their share to help skyrocket Spokane bank transactions for the first 8 months of 1944 to $1,410,485,949—an increase of 10.5%. Another reason KHQ is a "must" among discriminating space buyers. (Courtesy Wash. State Apple Comm.)

Louisville listens to WINN BASIC BLUE features

Basic Blue programs mean BASIC RESULTS in Louisville! For availabilities write, wire or call.

WINN Louisville WITH WINN

Your BASIC BLUE STATION in LOUISVILLE, KY.

HARRY McTIGUE
General Manager

Studio Notes

WOWO Ft. Wayne, Ind. a fortnight ago held its annual Farm Field Day under direction of WOWO farm director Jay Gould. Event attracted over 200 farmers from the area who came to hear university farm men and other experts and to participate in an open forum discussion of farm problems. Remote broadcast was carried over WOWO.

TO the network's 18 war correspondents and to 51 former employes now serving overseas the Blue has shipped Christmas gifts wrapped in specially-designed papers bearing the signatures of all 800 network employes. Similar packages will be distributed in November to about 100 employes stationed in the United States. A Christmas check is also being sent.

IN A comprehensive "Education by Radio" project, the New York City Board of Education is presenting more than a dozen different weekly programs simultaneously over WNYE, the board's FM station, and over WNYC New York's municipal station. Programs are directed to students and teachers who tune in at their homes, or in classrooms of schools.

KALE Portland, Ore. Monthly publication *KALE ADventures*, featuring stories of the station, just separated from KOIN, and items on the Mutual network, with which it is affiliated. *ADventures* is a four-page tabloid size paper.

WEBR Buffalo arranged for the broadcast of a talk by Lt. Col. Roman Nuwer, ranking Roman Catholic chaplain of New York State just returned from New Guinea, three hours after the address was originally delivered.

KGO-Blue San Francisco has gone on a 24-hour schedule with 5-minute news summaries every hour on the hour. In addition, seven regular quarter-hour newscasts are presented daily.

WFBL Syracuse new wire recorder was used for the first time in an on-the-spot interview with the owner of the largest farm in New York state. Recording was played the following day on WFBL Farm Show.

SPONTANEOUS mirthfullness of this quartet was occasioned by the Chicago premier of Paramount's new picture "The National Barn Dance", patterned after the WLS Chicago program of that name. Left to right are: Robert Benchley, comedian; Charles S. Beardsley, president and general sales manager of Miles Labs, which sponsors the program on NBC; Glenn Snyder, vice-president and general manager of WLS; Walter Wade, president of Wade Adv. Agency, Chicago, which handles the radio account. Premier was broadcast as part of the regular *Barn Dance* program.

YORK BROADCASTERS Ltd., Toronto, new licensee for Toronto daytime station scheduled to go on the air early in 1945, has moved to new quarters at 21 Dundas Square, where studios and offices occupy the top floor of the building.

CJKL Kirkland Lake, Ont., is moving into new studios in the Woolworth Bldg., Kirkland Lake. New quarters contain three studios and individual offices for all station officials.

WING Dayton has been commended at a Community War Chest dinner meeting for outstanding cooperation with the Chest's war effort. Station attained 1,118% of its quota, highest record to date of any individual firm in that industrial section.

KTUC Tucson, Ariz. now carries hourly newscasts from the radio wire service of United Press.

WKNY Kingston, N. Y. has moved its main studios from the Gov. Clinton Hotel to the Broadway Theatre Bldg., effective Oct. 28.

KLZ Denver *Farm Service Program* has introduced a three-weekly series of talks on various phases of farming, transcribed from Colorado State A & M College by heads of the various agricultural departments of the school.

SPECIAL events crew of KROW Oakland waited at Oakland's main fire station three hours for an alarm to come in and then recorded a description of the procedure and teamwork of the department for a broadcast in observance of fire prevention week.

TIME Radio Programs Department in cooperation with the *Minneapolis Morning Tribune* and the Minneapolis Public Schools is presenting a series of 52 informal discussions on America history titled *The World and America* on KSTP Minneapolis each Sunday 5-5:15 p.m.

WFIL Philadelphia brings the wild and melodious West into the eastern market with *WFIL Barn Dance*, a broadcast-stage show to emanate from the 2,200-seat Town Hall, Philadelphia, each Saturday night starting December 2. The *Barn Dance* will be a three-hour show, a portion to be broadcast from 11:15 p.m. to Midnight.

BESSIE BEATTY, WOR New York commentator, beginning Nov. 10 will conduct on her program a campaign to raise $25,000 to provide plants for hospitalized servicemen in nearby areas. Listeners are asked to send $1, their names to be attached to the gifts.

WLIB Brooklyn has started a weekly 25-minute program for juvenile listeners, presenting stories about people and places of interest in the world of music, with musical illustrations. Series is titled *Journey Through Musicland*.

BROADCAST direct from Chungking, China was aired a fortnight ago by WTAG Worcester in connection with its series, *Worcester and the World*, to promote better international understanding. Program highlighted China Week in Worcester. Questions submitted earlier by Worcester citizens were cabled to China, where the Chinese Ministry of Information prepared the broadcast titled, *China Answers You* over XGOY Chungking.

WSPD Toledo is planning to present a transcribed news program, *News on the Home Front*, to be shortwaved to men of the Armed Forces.

Going UP!

The July-August Hooper gives WSGN another boost! Afternoon and evening audiences are up again and WSGN's morning audience has a greater-than-ever margin over the combined audiences of the other Birmingham stations. That record, plus seven out of ten top-rated daytime programs and the State's best coverage and salable time entitle WSGN to be called "Alabama's Best BUY Far."

WSGN

THE BIRMINGHAM NEWS-AGE-HERALD STATION
Represented Nationally by Headley Reed Company

REACH THE Active SALT LAKE MARKET THROUGH KDYL

UTAH'S NBC STATION

Utah has one of the highest per capita ratings as a radio listening market.

JOHN BLAIR & CO. National Representative

A Cowles Station

KRNT

DES MOINES IOWA

November 6, 1944

Mr. Sol Taishoff
Broadcasting Magazine
870 National Press Bldg.
Washington 5, D. C.

Dear Sol:

The answer is YES!

Advertisers can still buy 'KRNT' in combination with WMT, Cedar Rapids-Waterloo, and WNAX, Sioux City-Yankton.

Group rates are still available through the Katz Agency and Ted Enns, Cowles Stations National Sales Manager. Ted is now headquartering at WHOM, 29 West 57th Street.

Best wishes,

COWLES BROADCASTING COMPANY

Phil Hoffman, Vice President

PH:o'k

first

in

POPULAR APPEAL

AND

PRESTIGE

Biggest audiences offer biggest sales opportunities... and WRC's prestige in the *minds* of listeners provides an extra sales push.

and it's been True for 21 years... continuously!

WRC

REPRESENTED BY NBC SPOT SALES

Washington

Radio Advertisers

CITIES Service Co., New York, network advertiser since 1925, plans spot radio in 1945 on a test basis, supplementing its NBC—*Highways of Melody*. Program is on 68 stations, Friday 8-8:30 p.m. Agency is Foote, Cone & Belding, New York.

COUGHLIN Bros. division of Gum Products Inc., Boston (chewing gum), has named Bennett, Walthier & Menadier, Boston, as advertising representative. Plans are said to include radio.

VARIETY Aircraft Corp., Dayton, O. (aircraft parts), has named Kircher, Lytle, Helton & Collett, Dayton, as advertising representative. Plans are said to include radio.

SWIFT and Co., after sponsoring *Martha Logan Kitchen* on WHB Kansas City for four years, extended program to a three-station hook-up, adding KSAL Salina and KVGB Great Bend on Nov. 1 with the first program originating from a Salina theatre.

REMAR BAKING Co. is sponsoring *Dollars to Donuts*, an audience participation interview and quiz show, over KROW Oakland, Tuesday and Thursday 11 to 11:30 a.m. Agency is Garfield & Guild, San Francisco.

LUXURAY Mills, New York, will sponsor a telecast of the New York Ballet Theatre presenting two ballets specially designed for television, Nov. 8 on WABD, DuMont video station in New York, to advertise Dove Skin Knit Undies. Dramatized commercials will open and close the program. Norman D. Waters & Assoc., New York, is agency. Television Workshop, New York, will assist in production.

AMERICAN CHEMICAL Paint Co., Ambler, Pa., has appointed Gray & Rogers, Philadelphia, to handle advertising of its plant hormones, Rootone, Fruitone and Transplantone, products of the company's Horticultural Division.

REGINA KNIT SPORTSWEAR Co., Chicago, has appointed Kalom Adv. Agency, Chicago, to handle its advertising.

DAIRY BELLE FARMS, San Francisco, has appointed Pacific Coast Adv. Co., that city, as advertising counsel. Radio is said to be considered.

GAMBARELLI & DAVITTO, New York, for G. & D. Vermouth has scheduled half-hour transcribed musical program *Vineyard Melody* on WIBG Philadelphia, Wed., 9:30-10 p.m. Program is placed by A. Jackson & Co., New York.

ATLAS BREWING Co., Chicago, on Oct. 30 replaced its *Sports Reel* show on WBBM Chicago with a five-minute interlude of songs by the Dinning Sisters, five times weekly. The 52-week contract was placed by Olian Adv., Chicago.

CONSOLIDATED Royal Chemical Corp., Chicago (Kranks Shave Kreem), sponsors transcribed sonovox spot announcements on WENR Chicago effective Nov. 1, thrice weekly; WBBM Chicago, effective Nov. 6, six times weekly; WMAQ Chicago, effective Nov. 5 once weekly. Beginning Nov. 20 WENR spots will run 5 times weekly. Contract for 52 weeks was placed by Campbell-Ewald Co., Chicago.

BON AMI Co., New York, has named BBDO New York to handle its advertising for powder and cake cleaners. Media plans have not been determined.

SPIEGEL Inc., Chicago, has announced appointment of Al Paul Lefton Co., to handle their advertising campaign. Radio is said to be contemplated.

MORTON SALT Co., Chicago, on Nov. 1 begins sponsorship of five spot announcements weekly on approximately 150 stations. Contract for 4 weeks was placed by Kenyon & Eckhardt, Chicago.

AMERICAN LADY CORSET Co., Detroit, has appointed Ruthrauff & Ryan, Chicago, to handle its advertising. Radio may be considered.

DAILY NEWS, Chicago (newspaper), on Oct. 29 started sponsoring the last period of each game of the entire Blackhawk Hockey team series, once a week, featuring Bert Wilson, sportscaster for WIND Chicago and Jack Ryan, sportswriter for the Daily News, on WIND. Contract, placed direct, is for 24 weeks.

ASSOCIATED DISTRIBUTORS, Chicago, has appointed Ruthrauff & Ryan, Chicago, to handle advertising.

CEDA DISTRIBUTING Co., Rochester, N. Y., has named Glicksman Adv., New York, to handle advertising for perfumes.

REPUBLIC Pictures Corp., New York, marking its first use of a package show on a regular basis, Nov. 13 starts thrice-weekly, five-minute transcription on WMCA New York, scheduled to run through Dec. 8. Discs, which were cut in Hollywood, feature Judith Allen, commentator, interviewing various Republic stars in telephone conversation style. Live announcements promote various films in Republic shows in the city. Agency is Donahue & Co., New York.

JOHN EICHLER BREWING Co., New York, will sponsor hockey games on WHN New York for the third successive year, Nov. 9 through March 18, with Bert Lee again handling play-by-play and Ward Wilson doing color. Agency is Geare-Marston, New York.

SANTA FE RAILROAD, Chicago, on Oct. 23 began sponsorship of three help wanted announcements weekly on WLS and WCFL Chicago. Till forbid contracts were placed by Leo Burnett Co., Chicago.

A. R. BARTLETT has been named sales and advertising manager of the Knox Co., Hollywood. He succeeds Larry Compton, resigned.

CAL-WESTERN MFRS., Los Angeles (Whee products), on Dec. 1 starts using daily spot schedule on KFMB KFSD KGB San Diego. Contracts are for 13 weeks with placement through Pacific Adv. Service, Los Angeles.

LONDONDERRY Co., San Francisco (ice cream mix), has appointed McCann-Erickson, San Francisco, to place advertising. Radio will continue to be used along with other media.

W. K. BUCKLEY Ltd., Toronto (medicinal), has started transcribed musical programs at varying frequencies on a number of Canadian stations. Account was placed by Walsh Adv. Co., Toronto.

McLARENS Ltd., Hamilton, Ont. (food products), has started series of weekly transcribed programs featuring Blackstone, magician, on a number of Canadian stations. Account was placed by James Fisher Co., Toronto.

SLEEPEX Reg'd, Montreal (perfumes), has started transcribed musical program five-times weekly on CKAC Montreal. Account was placed by J. E. Huot Ltd.

KROGER Grocery & Baking Co. of Dayton and Miami Valley, O. (chain stores), has started sponsorship of a new quizz show *The Country Clubmen*, on WHIO Dayton. Program is heard five times weekly, transcribed each day at a different Kroger store.

GENERAL SEAFOODS Corp., Boston, a subsidiary of General Foods Sales Co. New York, has appointed Young & Rubicam, New York, as agency for 40-Fathom seafood products, now promoted via some spot radio in the New England area. No radio is planned for the coming year.

PERSONNA BLADE Co., New York, through its newly appointed agency. J. D. Tarcher & Co., New York, will use radio advertising for razor blades.

ROBERT PRYOR, in charge of exploitation for R. K. O. Pictures in the Philadelphia area, leaves that industry to become promotion manager of WCAU Philadelphia on Nov. 6.

LOCAL CONTACTS of KLZ Denver have been presented a silk American flag by the station suitable for use at home or office. Flag is mounted on a three foot pole, set in a suitably inscribed mahogany base.

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER *July - August, 1944*

THE FIGURES TELL OUR STORY ... *a real radio buy*

MORNING INDEX MON. THRU FRI. 8:00 - 12:00 A.M.	A	WGRC	B	C
	17.9	25.4	35.1	21.3
AFTERNOON INDEX MON. THRU FRI. 12:00 - 6:00 P.M.	A	WGRC	B	C
	36.1	27.3	22.0	13.8
EVENING INDEX SUN. THRU SAT. 6:00 - 10:00 P.M.	A	WGRC	B	C
	33.7	17.9	35.5	11.6

WGRC *Mutual*

LOUISVILLE'S TRADING AREA = 47% OF KENTUCKY'S POPULATION = 57% OF ITS BUYING POWER

BURN-SMITH • *National Representatives*

SPORTS MUSIC NEWS

W • H • N

50,000 WATTS

DIAL 1050

A Community with 41,184 Gasoline Pumps

—supplying 392,000,000 gallons of gasoline, annually, for the hundreds of thousands of men and women who *must* drive to their jobs in the great industrial area covered by WGY in central and eastern New York and western New England. And that's a pretty large gasoline business for just one COMMUNITY, despite war ration restrictions.

In one year $105,718,000 is spent at these service stations in the 97 cities of the busy WGY Community,* where more of the 1,045,717 radio families of this vast market keep their radios tuned to WGY more than to any other station in the area.

And WGY is the ONLY way you can combine this valuable region into ONE coverage area.

*WGY's primary and secondary areas contain 18 cities of over 25,000 population; 39 cities of over 10,000, and 40 incorporated towns and villages of over 5000 population.

GENERAL ELECTRIC

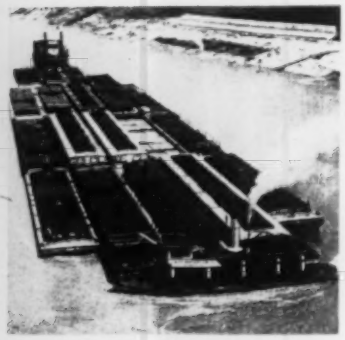
WGY-291

WGY 50,000 watts—NBC—22 years of service SCHENECTADY, N. Y.

REPRESENTED NATIONALLY BY NBC SPOT SALES

More

Useful—
Daily the mighty
Mississippi
becomes more valuable
to our inland
waterways system



More

MEMPHIS
DEPARTMENT
STORES USE
MORE TIME
ON WHBQ THAN
ANY OTHER
MEMPHIS STATION.

Purely PROGRAMS

ADULT EDUCATION series entitled *Adventures Into the Mind* are scheduled to start Nov. 16 on WMCA New York. The weekly half-hour series, dealing with psychology, will be actual class-room lectures with a studio audience participating and prominent educators acting as instructors. Question and answer period following the lecture will be included. Reprints of the broadcasts and supplementary literature will be made available. Mrs. Nathan Straus, wife of Nathan Straus, owner of WMCA, and formerly active in adult education, will supervise the series.

* * *

KIDO Service Show

KIDO Boise, Ida has two new programs about fighting men. One, titled *Idaho Man*, is a quarter-hour dramatization of experiences of a local man who has received special commendation. Program includes a gift of flowers and a personal message from the man in uniform or a member of his family. Second show is a half-hour program, *Our Boys in the Service*, which relates personal experiences about local servicemen. Families supply the information.

* * *

WWDC Swap Shop

WWDC Washington has initiated a program titled *Swap Shop*, conducted by Alice Lane Sunday 3:30-3:45 p.m. Listeners are encouraged to trade items they don't want for something they need. Typical swap was two pedigreed chinchilla rabbits and their hutches for a child's electric train. Miss Lane first initiates the trade by describing the articles and giving the names and addresses of the owners so the transactions can be closed direct.

* * *

Museum Programs

NEW YORK's municipal station, WNYC, in cooperation with the American Museum of Natural History, now presents weekly quarter-hour discussions on the progress of science, by Museum staff members.

National Symphonies

FIVE MAJOR symphony orchestras —those of Chicago, Indianapolis, Baltimore, Kansas City and the Eastman School—will be featured on NBC in a 24-week series starting Dec. 16 under the title *Orchestras of the Nation*. Each orchestral group will be heard consecutively for from two to five broadcasts, under their own conductors, Saturday, 3-4 p.m.

* * *

WINX at Hospital

WINX Washington has started a new series of weekly programs from Walter Reed Hsopital with Peggy Le Baron, former Broadway star, as mistress of ceremonies. Miss Le Baron will present many ex-radio and stage personalities who are now hospitalized at Walter Reed. Program is aired Sunday 4:15-4:30 p.m.

* * *

Experiences

REAL EXPERIENCES in the supernatural, moments of adventure, terror, humiliation and excitement are related in a daily five-minute sustaining show on CJAT Trail, B. C., from material sent in by listeners. The program *It Happened To Me* is a dramatized version of the material, prizes given for experiences used.

* * *

Service Interviews

THREE-MINUTE transcribed interview with servicemen has been introduced as a feature of Peggy Lloyd's *Band Parade* on WOV New York, which notifies in advance parents of men who are to be heard. Discs are supplied by the public relations department of the War Dept.

* * *

Marine Show

QUARTER-HOUR *The Chicago Marines Report*, built around the activities of Chicago Marines, telling of their combat experiences and relating news of the status of these boys, began Oct. 15 on WJJD Chicago in cooperation with the Marine Corps.

WHAT A POOLED broadcast looks like at the point of origin! William Ewing, Blue correspondent, spoke for the combined American networks on Sept. 14 (D-Day) at Peleliu in the Palau Islands. He gave the first newscast from a Pacific Fleet flagship during combat action. Base of the mike, a mermaid Godiva on a turtle holding the winged lightning of radio in her right hand, apparently symbolizes the progress of news coverage of the Pacific war from early days when news delays were quite frequent occurrences.

ACA Annual Meet

THIRTIETH ANNUAL meeting of the Assn. of Canadian Advertisers will be held at the Royal York Hotel, Toronto, Nov. 8-10. Annual awards for best Canadian advertising will be presented by President R. L. Sperber. Speakers at the various sessions include Walter E. Elliott, Elliott-Haynes Ltd., Toronto, who will report on the work of the Bureau of Broadcast Measurement; Sam G. Barton, Industrial Surveys Inc., New York, on use of consumer panels in advertising; Elmer Wheeler and J. K. Sandwell, editor of *Toronto Saturday Night*, and a member of the CBC board of governors.

Memphis Has the World's Largest Artesian Water System

SOUTH'S 24-Hour Station

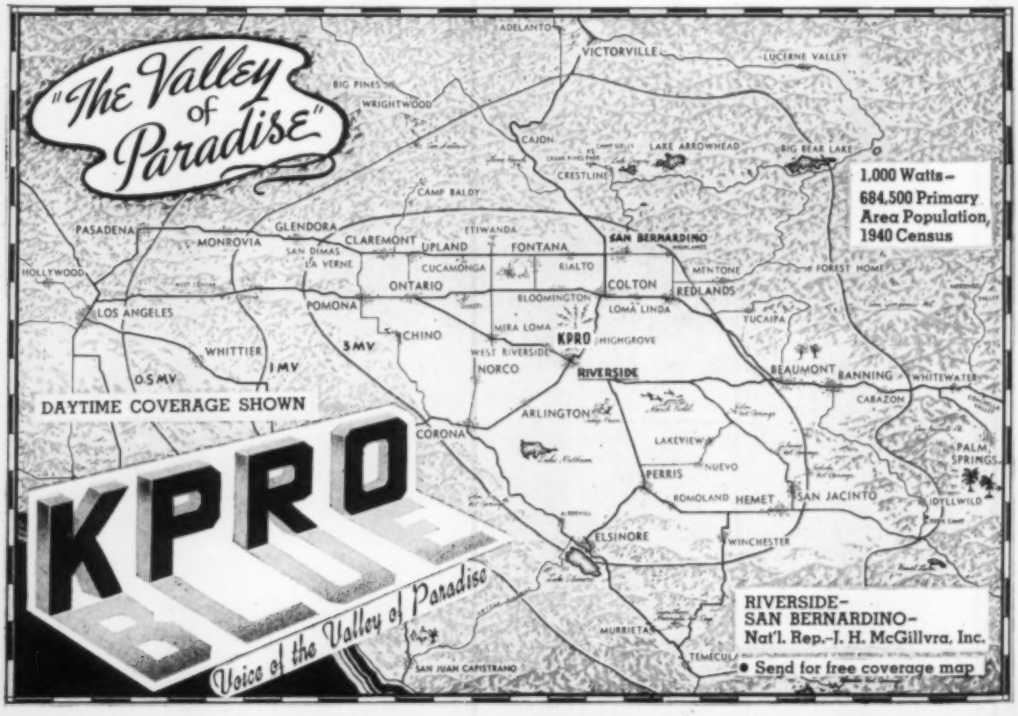
WHBQ

Bob Alburty, General Manager

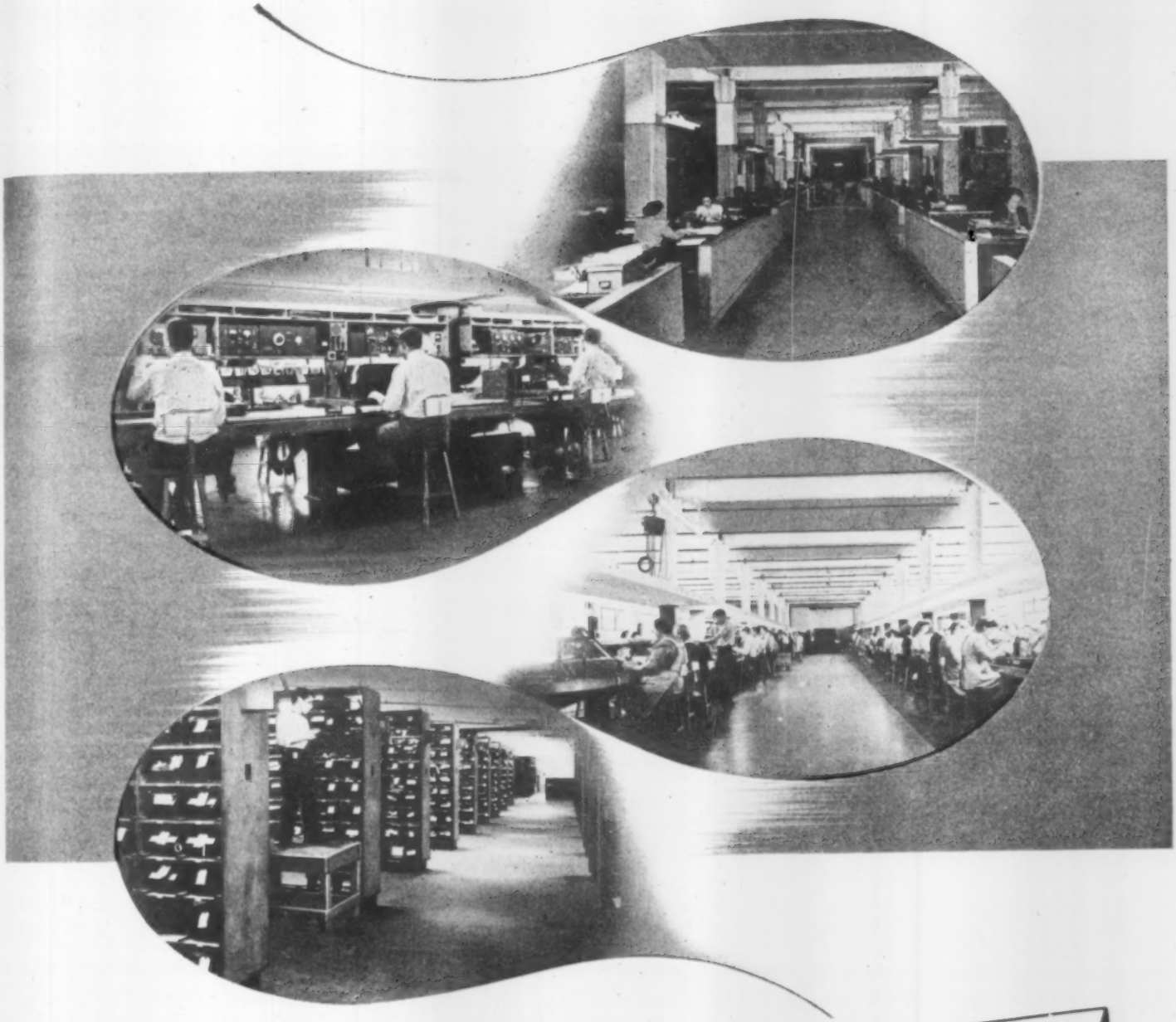
Your MUTUAL Friend

MEMPHIS, TENNESSEE

Represented by RAMBEAU



DESIGN FOR ~~WAR~~ *peace* PRODUCTION

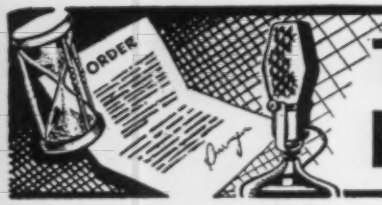


During the war, all departments of International Detrola's great radio-electronics plant have been brought to peak efficiency for volume manufacture of vital military equipment. Hundreds of thousands of square feet of production space have been re-allocated. Interiors and fixtures have been modernized, streamlined. These improvements have enabled skilled workers to chip precious minutes from production time while maintaining highest quality. All this will contribute to the excellence of manufacture *in quantity* of radio receivers, automatic record changers, television receivers and other peacetime electronic products. *Keep Buying War Bonds.*

DETROLA RADIO

DIVISION OF INTERNATIONAL DETROLA CORPORATION • BEARD AT CHATFIELD, DETROIT 9, MICH.

C. RUSSELL FELDMANN PRESIDENT



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
no—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WOWO Fort Wayne

Wildroot Hair Oil, Buffalo (Cream-oil Formula), 6 *ne* weekly, 52 weeks, thru BBDO, Buffalo.
Oyster Shell Products, New Rochelle, N. Y. (poultry feed), 2 *sa* weekly, 52 weeks, thru Cecil & Presbrey, N. Y.
Pinex Corp., Fort Wayne (cough syrup), 7 *sa* weekly, thru Russel M. Seeds & Co., Chicago.
Fleetwing Corp., Cleveland (oil and gas), 3 *sa* weekly, thru Griswold-Eshleman, Cleveland.
Londonderry Ice Cream Co., San Francisco (mix), 6 *t* weekly, 52 weeks, thru McCann-Erickson, San Francisco.
G. E. Conkey Co., Cleveland (poultry feed), 8 *t* weekly, 52 weeks, thru Rogers & Smith, Chicago.
Rockwood & Co., Brooklyn (chocolate bits), 2 *sp* weekly, 13 weeks, thru Federal Advertising, N. Y.
Carter Products, New York, 5 *t* weekly, 52 weeks, thru Ted Bates Inc., N. Y.
Little Crow Milling Co., Warsaw, Ind. (Coco-Wheats), 3 *sp* weekly, thru Rogers & Smith, Chicago.
Mirra Chemical Sales Corp., Chicago (Mirra-Moth cleaner immunizer), 4 *t* weekly, 13 weeks, thru First United Broadcasters, Chicago.

CFRB Toronto

W. K. Buckley Ltd., Toronto (medicinal), 2 *t* weekly, thru Walsh Adv. Co., Toronto.
J. W. Mortell Co., Kankakee, Ill. (Mortite tape), 3 *t* weekly, thru Weston-Barnett, Chicago.
Nugget Polish Co., Montreal (floor polish), 3 *sp* weekly, thru A. McKim Ltd., Montreal.
F. H. Pfunder Inc., Minneapolis (proprietary), *t* weekly, thru Sorenson & Co., Chicago.

KROW Oakland, Cal.

Signal Oil & Gas Co., Los Angeles, *sa*, thru Barton A. Stebbins Adv., Los Angeles.
Carter Products, New York (proprietary), *sa*, 52 weeks, thru Ted Bates Inc., N. Y.
California Processors & Growers, San Francisco (employment), *sa*, thru Foote, Cone & Belding, San Francisco.

WNEW New York

Paragon Oil Co., Brooklyn (heating oil), 6 *sa* weekly, 13 weeks, thru Diener & Dorskind, N. Y.
San-Nap-Pak Mfg. Co., New York (Lydia Grey Tissues), 3 *sp* weekly, 52 weeks, thru Blow Co., N. Y.
Alkine Co., New Brunswick, N. J. (Flemolyn), 6 *sp* weekly, 26 weeks, thru Jackson Ad Service, New Brunswick, N. J.
Block Drug Co., Jersey City, N. J. (Omega Oil), 4 *sa* weekly, 13 weeks, thru Cecil & Presbrey, N. Y.
E. Fougera Distributed Products, New York (Don Juan Lipstick), 9 *sp* weekly, 10 weeks, thru J. M. Korn & Co., Philadelphia.
Liggett & Myers Tobacco Co., New York (Chesterfield Cigarettes), 3 *sp* weekly, thru Newell-Emmett Co., N. Y.
Bendix Home Appliances, South Bend, Ind., 5 *ta* weekly, thru Ruthrauff & Ryan, Chicago.
Curtis Publishing Co., Philadelphia (*Saturdaypost*), 11 *sa*, 3 *sp*, 3 *ta* weekly, thru MacFarland, Aveyard & Co., N. Y.

WLS Chicago

Marshall Field & Co., Chicago, 5 *sa* weekly, thru Abbott Kimball Co., N. Y.
Standard Brands, N. Y. (Stan-B), 6 *ta* weekly, 13 weeks, thru H. W. Kastor & Sons, Chicago.
Proctor & Gamble, Cincinnati, 6 *sa* weekly, 52 weeks, thru Compton Advertising Agency, N. Y.
P. Duff & Sons, Pittsburgh (Waffle & Muffin Mix), 5 *sa* weekly, 52 weeks, thru W. Earl Bothwell Adv., Pittsburgh.
Ex-Lax Inc., Brooklyn (laxative), 9 *ta* weekly, 13 weeks, thru Joseph Katz Co., N. Y.
Lever Bros., Cambridge (Lever-Lipton Soup Mix), 17 *ta* weekly, thru Young & Rubicam, N. Y.
Hardy Salt Co., St. Louis (Meat Curing Product), 3 *sa* weekly, thru Olian Adv. Co., St. Louis.

KNX Hollywood

Manning's Calif. Piano Supply Co., Los Angeles, 5 *ne* weekly, 52 weeks, thru Jaynes, Harshburger & Martin, Los Angeles.
Beech-Nut Packing Co., Canajoharie, New York (gum), 2 *sa* weekly, 13 weeks, thru Newell-Emmett Co., N. Y.
Golden State Co., San Francisco (milk, milk products), 12 *sp* weekly, 52 weeks, thru BBDO, San Francisco.
Household Products Corp., Los Angeles (Have-A-Cane shampoo), 3 *sa* weekly, 13 weeks, thru Dana Jones Co., Los Angeles.
Celanese Corp. of America, New York (yarns, fabrics), 3 *sp* weekly, thru Young & Rubicam, N. Y.

CKEY Toronto

A. Wander Ltd., Peterborough, Ont. (Ovaltine), 6 *ne* weekly, 26 weeks, thru A. McKim Ltd., Toronto.
Dr. Chase Medicine Co., Oakville, Ont. (proprietary), 3 *t* weekly, 26 weeks, thru Ardiel Adv. Agency, Oakville.
Junior Gold Securities Corp., Toronto 6 *ne* weekly, 52 weeks, thru Harry E. Foster Agencies, Toronto.
Kennedy Manufacturing Co., Montreal (Capex) 3 *ta* weekly, thru Cockfield Brown & Co., Montreal.
S. S. Kresge Ltd., Toronto (chain stores), 14 *sp*, direct.
Mossman's Men's Shops, Toronto (chain stores), 3 *t* weekly, 13 weeks, direct.

WDAS Philadelphia

American Chicle Co., New York (Chiclets, Sen-Sen), 33 *ta* weekly, thru Badger, Browning & Hersey, N. Y.
Pepsi Cola Co., Long Island City, 50 *ta* weekly, thru Newell Emmett Co., N. Y.
Ward Baking Co., Philadelphia (Tip Top bread), 72 *ta* weekly, thru J. Walter Thompson Co., N. Y.
Musterole Co., Cleveland, 25 *ta* weekly, thru Erwin, Wasey & Co., N. Y.
Garrett & Co., Brooklyn (Virginia Dare wines), 45 *ta* weekly, thru Ruthrauff & Ryan, N. Y.
Stanback Ltd., Salisbury, N. C., 12 *ta* weekly, direct.
Warner Bros., Philadelphia (moving pictures), *ta*, *sa*, direct.
Crowell-Collier Publishing Co., New York (*Collier's*), 8 *sa* weekly, thru Arthur Kudner Agency, N. Y.
Monticello Drug Co., Jacksonville (666 Cold Tablets), 8 *sa* weekly, none.
Starkist Co., San Antonio (Starkist dentifrice), 5 *sp* weekly, thru Jack Pitluk Adv. Agency, San Antonio.

KORE Eugene, Ore.

Fisher Flour Mills, Seattle (Fisher's blend flour), 3 *sp* weekly, thru Pacific National Adv. Agency, Seattle.
Imperial Candy Co., Seattle (Societe Brand candy), 13 *ta*, thru Pacific National Adv. Agency, Seattle.
General Petroleum Co., Los Angeles (Mobilgas station), 40 *sa*, thru Smith & Drum, Los Angeles.
Crown Mills, Portland, Ore. (Crown Flour), 3 *sa* weekly, thru W. S. Kirkpatrick, Portland.
Harvel Watch Co., New York, *t* weekly, 52 weeks, thru A. W. Lewin Co., Newark.

KECA Los Angeles

Kenu Products, Los Angeles (cleaner), 3 *sp* weekly, thru Little & Co., Los Angeles.

KXL
KFPY
SPOKANE
HELENA
KPFA
BUTTE
KGIR
KRGM
BOZEMAN
PORTLAND
"Nothing seems to get ahead as fast as success"--
THE PACIFIC NORTHWEST BROADCASTERS are succeeding like the Green Bay Tree.*
FROM THE HOLY WRIT. (BIBLE)
The Pacific Northwest Broadcasters get results. Wythe Walker—Eastern Sales Mgr. West Coast Offices—Los Angeles—Webster 6161; San Francisco—Exbrook 0540.
Representatives
KXL & Z Net The Walker Co.
KFPY
Buy 2 markets save 5%; buy all three and save 10%

Canada Arctic Service

CONTACT WITH those living in Canada's far north is being established again this winter through the Canadian Broadcasting Corp.'s *Northern Messenger Service*, Friday evening broadcast on CBK Watrous, Sask., and CKY Winnipeg, with repeat a week later from CBA Sackville, N. B. Broadcasts have been on the air every winter since 1921 when they were started by KDKA Pittsburgh through the Montreal office of Westinghouse, with George A. Wendt in charge. Since the CBC has been in existence the broadcasts have gone on the highest-powered Canadian stations which consistently reach the Canadian Arctic regions. The broadcasts started Nov. 3 (12:30 a.m. EDT, Nov. 4) will run through to March 23. Messages, limited to 50 words for northern inhabitants are sent to CBC program office at Toronto, where they are recorded, with French-language messages being recorded in Montreal.

McKim Reorganized

SIX MEMBERS of A. McKim Ltd., Toronto advertising agency with offices throughout Canada and in London, England, have taken over the agency and changed the name to McKim Advertising Ltd. Oldest advertising agency in Canada, founded by the late Anson McKim in 1889, the agency reorganization was effected with the resignation and retirement of Charles T. Pearce, president and general manager since 1922, who had been with the agency 30 years. New officers are: A. N. McIntosh, chairman of the board; James McC. Baxter, president; J. J. Gallacher, first vice-president and Montreal manager; J. W. Thain, second vice-president and treasurer; D. E. Longmore, third vice-president and manager at Toronto; H. R. McDougal, fourth vice-president. These six officers are sole owners.

Radio Farm Meeting

NATIONAL Assn. of Radio Farm Directors, Eastern Division, will hold a meeting Nov. 13 and 14 at the Ritz-Carlton Hotel in Philadelphia. Educational talks on farm broadcasting will be featured at the meeting, according to Emerson Markham, vice-president of the NARFD, in charge of agricultural broadcasting at General Electric's station, WGY Schenectady, and manager of GE's FM station, WGFM.

Barton Peace Plan

ADVERTISING and salesmanship could be used in the interests of maintaining permanent world peace after the war by making helping to make it impossible for people to forget the horrors of battle, Bruce Barton, told the Sales Executives Club of New York at last week's luncheon meeting. He suggested that both a sales manager and an advertising manager be present at the next peace table.

RADIO Division of Westinghouse Electric & Mfg. Co. has acquired a Hazeltine license for home receiver manufacture, it was announced last week by Walter Evans, vice-president of the Westinghouse Radio Division. A Westinghouse war plant in Sunbury, p.m., is to be reconverted for manufacture of home sets.

This advertisement, appearing also in FORTUNE *Magazine for November, is one of a* FORTUNE *series published in the interest of Radio Stations represented by John Blair & Company.*

SPOT BROADCASTING

has taught millions of girls to "dye laughing" with All Purpose Rit

Peppy little jingles have changed the living and "dyeing" habits of millions of women and girls. Keyed to the government's plan for clothes conservation, and in tune with every girl's wish to look modish—All Purpose Rit has sold the idea of dyeing *last year's* frock for today's wear.

Starting in one market three years ago, All Purpose Rit has marched across the country to the tune of Spot Broadcasting. Today, All Purpose Rit is a best seller at 25c, notwithstanding the fact that most competitive products are only 10c or 15c.

Spot Broadcasting has paid off just as handsomely for other advertisers who have used it with vigor and imagination. There seems to be no limit to its possibilities, especially in days like these when media shortages put a kink in so many advertising plans.

Spot Broadcasting means one-minute spots or hour-long programs—on the stations of your own choosing, regardless of network affiliation—in the markets *you* want to reach. With Spot Broadcasting you can concentrate where sales are best, or bolster the markets that need help. Spot Broadcasting is the most *flexible* medium in advertising. A John Blair man can tell you volumes about it.

JOHN BLAIR & COMPANY

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

Offices in Chicago · New York · St. Louis · Los Angeles · San Francisco

REPRESENTING LEADING RADIO STATIONS

WIND
CHICAGO
5000 WATTS 560 KC
Tops on the Dial
THE ONLY CHICAGO STATION WITH 24 HOUR NEWS SERVICE
UP—PA—INS
EXCLUSIVE
CHICAGO BEARS FOOTBALL
EXCLUSIVE
BLACK HAWKS HOCKEY
EXCLUSIVE
24 HOURS NEWS SERVICE
EXCLUSIVE
National Representative
John E. Pearson Co.
250 PARK AVE., NEW YORK

Agencies

PAUL V. LUTZ, formerly in charge of RCA engineering product advertising, has joined Maxon Inc., New York, as account manager for the special products division of General Electric Co., Bridgeport. Mr. Lutz has held the RCA post for the past several years, having joined the corporation nine years ago as a copy writer.

DAVID GRANT, formerly of Ruthrauff & Ryan, New York, has joined the radio department of McCann-Erickson, New York, as producer and contact man.

JOHN SOUTHWELL, of the television department of Young & Rubicam, New York, is entering the theatrical field as producer.

JOSEPH M. PATTERSON & Co., Philadelphia, domestic and industrial fuel oil distributors, has appointed John Falkner Arndt & Co., Philadelphia, as agency.

LAWRENCE CROWLEY, copy writer, formerly with Biow Co., New York, has joined Ted Bates Inc., New York.

DON PROCTOR, former account executive of Behel & Waldie & Briggs, Chicago, for three years, and also of Campbell-Ewald Co., Chicago, has opened his own agency, Don Proctor, Advertising, 228 N. LaSalle, Chicago, to specialize in industrial accounts. Phone is Cen. 5568.

CLEMENT W. MACKAY and Walter Weir, vice-presidents of Kenyon & Eckhardt, New York, have been elected members of the board of directors.

JACK FINNEY, former copywriter of Pedlar & Ryan, New York, has joined the copy staff of Grant Adv., New York.

CURT CLAUSSEN, former assistant treasurer in charge of accounting for Roy Durstine Inc., New York, has joined Geyer, Cornell & Newell, New York, to head the billing and checking departments and to assist John Kunz, treasurer.

H. GLEN JOCELYN, vice-president and director of copy of Sherman K. Ellis & Co., New York, has resumed his duties at the agency following 18 months service in the public relations division of a unit of the Army Air Forces, Arthur J. Eaton, assistant copy director, has been acting head.

FRANK OXARART, Los Angeles manager of Garfield & Guild Adv., has resigned to join the Biow Co., Hollywood, as account executive. His post has been assumed by Ted Dahl.

JOSEPHINE BROOKS has joined Glasser-Gailey & Co., Los Angeles as copy writer.

TROY ORR has joined Milton Weinberg Adv. Co., Los Angeles, as account executive.

EDA CLARE MAXWELL, formerly of Foote, Cone & Belding, Los Angeles, has joined Smalley, Levitt & Smith, that city, as production manager.

PETE WATTS, onetime sales manager of KFVD Los Angeles, has joined Smith & Bull Adv., Hollywood agency, as account executive.

MARTIN J. NEWMAN, former general advertising and sales promotion manager of American Lady Corset Co., Detroit, has joined Hillman-Shane-Breyer, Los Angeles, as research director.

CARL KULBERG, of Crowell-Collier Publishing Co., has joined Raymond R. Morgan Co., Hollywood, in an executive capacity.

H. A. BARKUN, former advertising and sales promotion manager of Miller & Hart, meat packers, has been appointed account executive of Malcolm Howard Adv., Chicago.

TROY ORR, released from the Army as a lieutenant in the Signal Corps, has joined Milton Weinberg Adv. Co., Los Angeles, as account executive.

STAN LEE REED, former vice-president of Radio Productions Inc., is now radio director of Theodore A. Newhoff Adv. Agency, Baltimore.

WILLIAM H. WILSON, former chief of operations, Bureau of Overseas Motion Pictures, OWI, New York, has joined the motion picture department of J. Walter Thompson Co., New York.

ROBERT O'DONNELL, released from the armed forces, has joined the publicity department of Doherty, Clifford & Shenfield, New York, to handle publicity on the Gracie Field-Bristol Myers program.

GEORGE DOCK Jr., former account executive of Doremus & Co., New York, has joined Fuller & Smith & Ross, New York, as account executive.

Peck Video Test

PECK ADV., New York, has established an experimental television department under the direction of Arthur Sinsheimer, radio director.

BLAINE BUTCHER, radio director of Newell-Emmett Co., New York, is suffering from a broken knee acquired in a fall several weeks ago. He is recovering at home.

FREDERICK Bros. Artists Corp., New York, talent agency, has created a special department to handle radio talent, and has placed Addison Smith in charge. New members will be added to handle expanded radio activities. Mr. Smith moved to the talent agency last week from Ruthrauff & Ryan, where he has served as radio program producer and supervisor in both Hollywood and New York offices. He has done similar work at Ted Bates Inc., and Benton & Bowles.

VERA CASSIDY ASH, formerly in the radio department of Henry J. Kaufman Adv., Washington, has joined J. M. Hickerson Inc., same city, in new post of radio director. Previously she had been associated with WWDC Washington in program and sales work.

ROSALINE MORRISON, vice-chairman of the National Advertising Group of Special Libraries Assn., and for six years head librarian of Lennen & Mitchell, New York, has been named librarian of Doherty, Clifford & Shenfield, New York.

RAY AVERY, radio director of Ronalds Adv. Agency, Toronto, has been appointed a director of the company.

REINALDO D. VERSON, former assistant to the foreign sales manager of Colgate-Palmolive-Peet Co., Jersey City, has joined the foreign department of McCann-Erickson, New York. He will work on Latin American accounts.

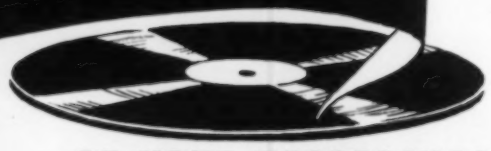
HARRISON ATWOOD, senior vice-president of McCann-Erickson, New York, has returned from an 11-week trip through Latin America. He visited the agency's offices in Argentina, Brazil and Puerto Rico. Mr. Atwood established an office in Havana, Cuba, which will be under the direction of Wallace H. Goldsmith Jr., formerly of National Assn. of Manufacturers.

HUGH H. JOHNSON, for the past three years director of advertising of Bell Aircraft, as assistant director of Bell Aircraft Co., Buffalo, has resigned to join Arthur Kudner Inc., New York, as assistant director of media, a new post. He was assistant to the director of merchandising of the Buick Motor Division of General Motors before joining Bell.

HOWARD BLAKE, former account executive of Franklin Bruck Corp., New York, has been placed in charge of the agency's newly opened Hollywood office at 5874 Hollywood Blvd.

WILLIAM P. BRYAN, formerly on the announcing, news and production staff of WHAS Louisville for eight years, has joined Anfenger Adv. Agency as radio director of the New Orleans office. MRS. FRANK HENNESSY of the continuity staff becomes assistant to Mr. Bryan and INES MASIA, formerly in the advertising department of Maison-Blanche, New Orleans department store, replaces Mrs. Hennessy.

BERNARD KATZ, former vice-president and secretary of Brown & Gravenson, New York, has joined H. W. Fairfax Adv., same city, assistant to Natt S. Eusler, president and radio director. Before joining B & G, Mr. Katz was advertising manager of Hearns Dept. Stores of New York.

DIRECT-CUT COPIES

OF YOUR RECORDINGS
33⅓ RPM transcriptions for broadcast or audition use.

24 HOUR SERVICE
—packaged and shipped to your station list from Chicago.
Aluminum based material available where transcriptions can be returned after use.
Write for complete details and prices.
L. S. TOOGOOD
RECORDING COMPANY
221 N. LA SALLE ST. CHICAGO 1

BLUE NETWORK
WFMJ
YOUNGSTOWN OHIO
28th METROPOLITAN DISTRICT
MORE LISTENERS PER DOLLAR
Ask HEADLEY-REED
New York, Chicago, Detroit, Atlanta, San Francisco

WFIL

...means progress!

". . . to serve the public interest, convenience and necessity . . ." is the way all radio station licenses read. Here at WFIL we are inclined to make a more than literal translation of these words.

Superlative coverage of all local events is assured through the maintenance of a large staff of special events men. For example: On one public service program —"This Week In Philadelphia," a compendium of the week's happenings in the Quaker City and broadcast each Sunday—174 separate events were covered in nine months. In the same period the WFIL mobile unit traveled 3,000 miles picking up events of a civic nature. And each week more than sixteen hours of broadcast time are devoted to public interest programs.

It's because of this unequaled public service that WFIL has earned the reputation of being truly "Philadelphia's Own Station." It's because of the far-sighted policy of taking an active part in community affairs that WFIL is known to Philadelphians as "Philadelphia's Most Progressive Radio Station."

A BLUE NETWORK AFFILIATE

WFIL

★560 KC

Represented nationally by The Katz Agency

PHILADELPHIA'S MOST PROGRESSIVE RADIO STATION

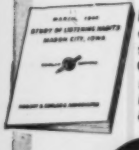
Test Your

POST-WAR PLANS NOW

at **kglo**

These factors make the "PORK BARREL" Market the ideal testing spot of America.

1. No "war-swollen" population here.
2. Urban and rural population is about equal. Both have MORE to spend than ever before.
3. KGLO's wide-awake Merchandising Department with capable "Womanpower" will cooperate with dealer letters, newspaper tie-ins and personal calls.
4. 48.6% of all listeners in this area are regularly tuned to KGLO. This is 13.2% more steady listeners than for the next station according to a recent Robert S. Conlan Survey.



FREE — A copy of this complete "Study of Listening Habits — Mason City, Iowa Area", will be sent on request. Write KGLO or ask any Weed & Company man.

Dip into

THE Pork Barrel MARKET

kglo

5000 Watts 1300 K.C.

MASON CITY, IOWA

F. C. Eighmey, Gen. Mgr.

CBS Affiliate

WEED & COMPANY, Rep.

FCC Tackles Space Demands

(Continued from page 11)

el 2, following a closed meeting Oct. 28 with military officials in which restricted propagation data was said to have been discussed.

As chief engineer of the RCA Victor Division of RCA, Dr. Jolliffe had steadfastly opposed moving television to the higher spectrum as advocated by CBS officials and Comdr. T. A. M. Craven, vice-president of the Cowles Broadcasting Co., former Commissioner and veteran member of the Interdepartment Radio Advisory Committee.

After the proposed letter drew objections from official Naval observers attending the Panel 2 meeting, William B. Lodge, general engineering supervisor of CBS, asked permission of Chairman Jolliffe to submit a "dissenting" opinion at the FCC hearing Thursday morning. Dr. W. R. G. Baker, chairman of the RTPB, said Dr. Jolliffe, in presenting the proposed letter, would not be representing Panel 2.

After the hearing concluded Thursday, both Dr. Baker and Dr. Jolliffe said they deemed it wiser to avoid further controversy by withholding the proposed letter from the FCC record.

Allocations for the 60-225 mc band, which included television, were adopted by Panel 2 with the reservation that if they are not feasible, after proper tests of sharing and the zoning plan, new allocations should be devised. Dr. Jolliffe covered the spectrum section by section, interrupting for explanations and answering Commission questions.

In recommending that industrial applications be allocated to the 23.5-27 mc band, Dr. Jolliffe said the Panel felt "considerable concern over harmonics". Chairman Fly suggested that diathermy manufacturers be given a "latitude of two years" to eliminate interference with other broadcast services. Electro-medical manufacturers had testified earlier that the solution rested in assigning frequencies for such machines, rather than shielding.

Frazier Claims No Relay Provision in 40 mc

When Dr. Jolliffe listed the 43-58 mc assignment for FM, Commissioner E. K. Jett asked if the Panel took into consideration that some half-million receivers built for 42-43 mc band reception are outstanding. Dr. Jolliffe said Panel 5 on FM had agreed to the assignment and when he related the vote was 17-3, Chairman Fly asked who dissented.

Mr. Lodge voted no on the grounds that insufficient space was allocated for FM, Dr. Jolliffe explained. Howard S. Frazier, NAB Director of Engineering and chairman of Panel 4, voted against the assignments on the grounds that no provision was made for broadcast relay services in the 40 mc band. K. B. Warner, representing the American Radio Relay League, objected because amateurs were taken out of the 28-30 mc band and given 27-29 mc by the RTPB.

As to the 60-218 mc recommendations for television, Dr. Jolliffe explained the Panel's recommendations on the basis that television is predominantly a metropolitan area service and should be assigned frequencies with respect to the areas in which it operates. He explained the zoning system, whereby A Areas were designated as metropolitan. B, C and D Areas would be assigned other parts of the country.

The complete television allocations as recommended by Panel 2 follow:

60-66, 72-78 mc, television both A and B areas.

66-72, 78-84, 90-96, non-Government emergency services in A areas and television in B areas; 84-90, 96-102, television in A areas and non-Government emergency services in B areas. A proviso accompanies the allocation recommendations that none of the services shall interfere with the others.

108-132, now allocated to air navigation aids and air mobile, to be allocated to television and other services when and if use by air services no longer necessary, use of this frequency band to be reviewed after war developments are released.

152-158, Area A, television; non-Government emergency and miscellaneous services, Area B.

158-164 mc, 182-188 mc, 194-200 mc, 206-212 mc, non-Government emergency and miscellaneous services Area A, television Area B.

164-170 mc, television Area A; Government, Area B.

170-176 mc, Government Area A; television Area B.

212-218 mc, both areas television.

Chairman Fly asked if manufacturers were convinced of the "feasibility" of receivers designed to receive up to 218 mc and Dr. Jolliffe said "that's what we understand". The 60-218 allocations were approved by a 19-2 vote, the witness said.

Commissioner Jett questioned the advisability of not providing for FM experimental work above 225 mc and Dr. Jolliffe said there had been no request from Panel 5 for such allocations. "It seems to me it ought to be good for FM to be experimenting there," remarked the Commissioner.

Chairman Fly asked how many

(Continued on page 62)

IT'S WINCHARGER TOWERS
From MAINE to CALIFORNIA
Wincharger Towers are promoting better broadcasting all the way from Maine to California . . . in all types of stations. And while their strong coverage insures better listening . . . and a bigger audience . . . they actually cost less, both in initial cost and upkeep. Slender . . . with uniform cross section for ideal radiation they please everyone . . . from the style-minded sales force—thru the efficiency-minded engineer—to the profit-minded manager.
Write or Wire for Complete Information.
ARMY E NAVY
Bonds for VICTORY
Makers of WINCHARGER FARM ELECTRIC SYSTEMS WIN-CO DYNAMOTORS WINCHARGER VERTICAL RADIATORS
IMMEDIATELY AVAILABLE on SUITABLE PRIORITIES
WINCHARGER VERTICAL RADIATORS AND ANTENNA TOWERS
WINCHARGER CORPORATION
SIOUX CITY, IOWA

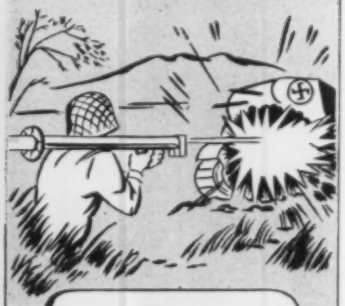
The United States Navy has awarded the men and women of Hallicrafters a special "Certificate of Achievement"... first award of its kind... for outstanding service with the radar-radio industries of Chicago in speeding vital war material to the Navy. Added to the four Army-Navy "E" awards, this makes five times Hallicrafters workers have been cited for distinguished service. They promise that this kind of service will be continued until total victory is ours.

★ BUY A WAR BOND TODAY

hallicrafters RADIO

THE HALLICRAFTERS CO., MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT, CHICAGO 16, U. S. A.

IT TAKES a
BAZOOKA GUN
to cripple
M-4 TANKS



IT TAKES A
50,000
watt station to
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KOA is the famous NBC Station in Denver and the only station here with:

Power (50,000 watts)
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*NBC Tale of 412 Cities
**Ross Federal Survey

FIRST IN DENVER
KOA
50,000 WATTS
Represented Nationally by NBC Spot Sales
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America's No. 1 Network

television channels could be accommodated in the 460-956 mc band and Dr. Jolliffe replied 31 if they are 16 mc wide and 24 if they are to be 20 mc wide. From 10,000-30,000 mc the RTPB recommendations conform to those of IRAC, he said.

Commissioner Jett commented that no provision had been made for new services, such as buses, taxicabs and very little for railroads in the higher spectrum. Dr. Jolliffe stated:

"I think it will be possible to sit down, give and take a little here and there and come up with the answers to all these problems." Commissioner Jett continued: "I wonder if we know enough about the art above 1,000 mc to specifically allot various services there. The military knows, but we don't."

Commissioner Norman S. Case inquired if the individual members of Panel 2 had information not available for public knowledge, that might have guided them in their decision.

"I think many of the members of Paned 2 have information not part of the public record, on which they based their conclusions," replied the Panel 2 chairman.

Dr. Alexander Senauke, chairman of Panel 12 on industrial, scientific and medical equipment, placed in the record a statement objecting to Panel 2 recommendations above 60 mc because they did not provide for medical and industrial services.

"The Commission should note that Panel 2 made a decision without the benefit of testimony presented at these hearings," said Dr. Senauke. "If reasonably ample assignments are not made for medical and industrial services, they'll be operating on any frequency." He urged that the manufacturers be allocated specific frequencies to avoid interference with other services.

When Chairman Fly inquired whether the manufacturers would adhere to given frequencies, Dr. Senauke said: "It's the expressed intent to voluntarily comply with your regulations."

To accomodate several witnesses last week, the FCC heard witnesses for taxicab services, classified as New Radio Services, and one witness for electro-medical services out of turn last Monday. Dr. W. H. Schmidt of the American Congress of Physical Medicine, told the Commission that diathermy machines could be operated throughout the country on two frequencies. Surgical machines cause no interference, he added.

Oliver W. Moore, chairman of the taxicab subcommittee of Committee 8, RTPB Panel 13, and secretary of the Postwar Planning Committee of the Cab Research Bureau, Cleveland, requested 20 channels from 139.4-140.4 mc, and 10 channels from 250-252.5 mc for new taxicab services. The 20 channels would be 50 kc wide and the 10 additional ones 250 kc. wide.

Clewell Sykes, president of CRB; president of the Yellow Cab Co., Philadelphia; member of the National Assn. of Taxicab Owners and consultant to the Office of Defense Transportation, said that two-way radio for dispatching cabs would reduce "dead miles" traveled to a "negligible minimum."

Daniel Sherby, secretary-treasurer of the Yellow-Zone Cab Co., Cleveland, director of the NATO and treasurer of CRB, told how two-way radio would function in dispatching cabs, and how taxis so equipped would be of help to police, fire departments and emergency services during catastrophes. In Cleveland, where the Yellow Cab Co. has operated two experimental two-way transmitters, Mr. Sherby said a reduction of 65% in dead miles had resulted.

L. W. Johnson, secretary and executive director of the NATO and executive director of CRB, said a study of dispatching systems led to the conclusion that a minimum of 6 channels are required to meet the present industry needs, based on an analysis of the Philadelphia Yellow Cab operation which employs 750 taxicabs, and is the largest single operation in the country with reference to telephone business. New York's largest single operation embraces 1,300 cabs but most of the business is done on a pickup basis, he said.

Mr. Johnson said the taxi organizations had concluded that if 6 channels, each 50 kc wide, will

(Continued on page 64)

Plea Denied

REQUEST of Mutual Broadcasting System was denied last week by the FCC for waiver Sec. 3.406 of the Commission's rules governing station identification so as to permit the broadcast of Mutual's *Mediation Board* program, a three-quarter hour show, without making station identification at the half-hour. Program is heard Sunday 8-8:45 p.m.

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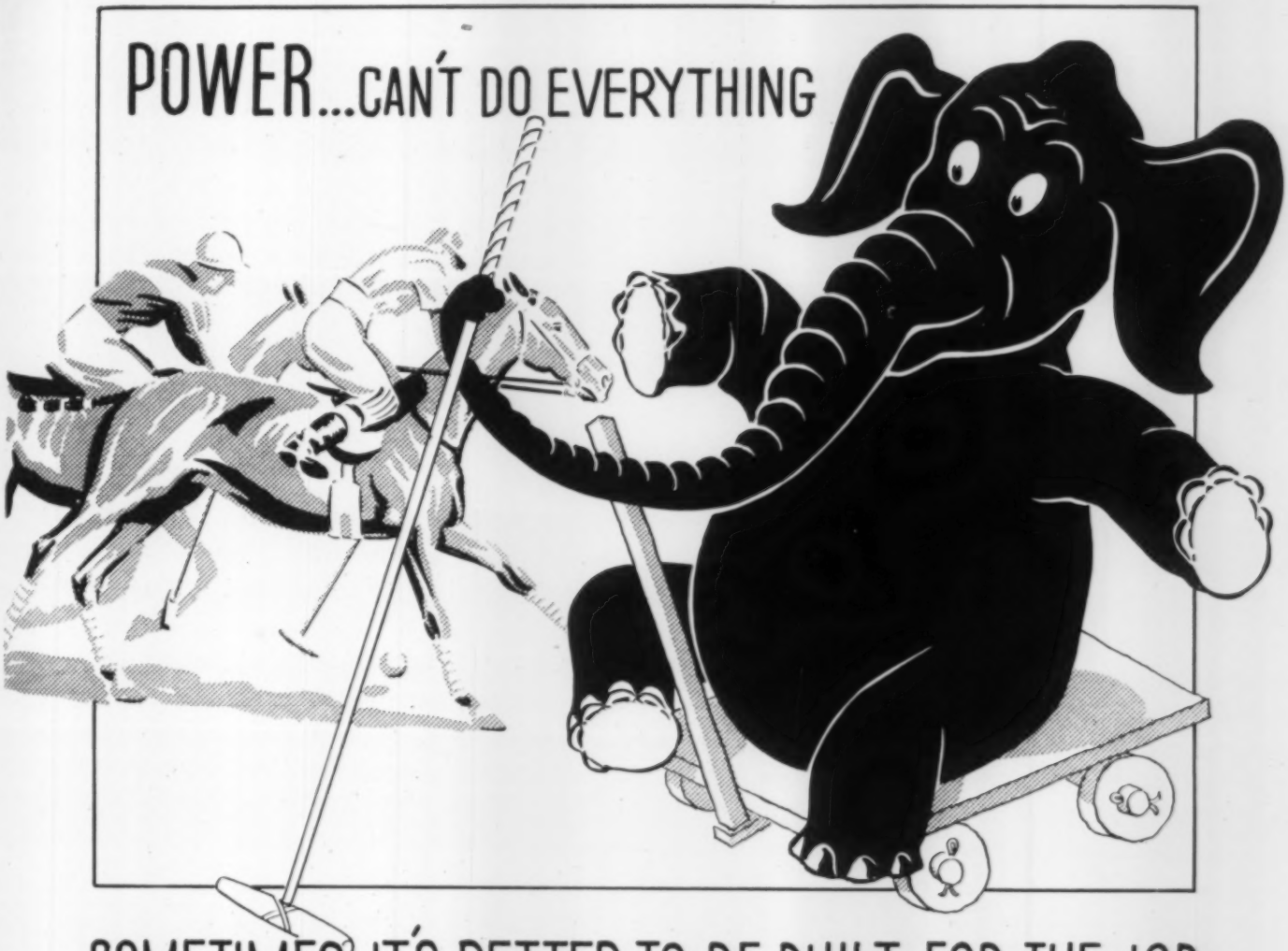

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In the fast competition for the booming present and rich postwar business of this area, KTSA is ready to deliver the audience and the coverage you need without waste or duplication.

Incidentally, KTSA's 64 county primary coverage area delivers 23.11% of the effective buying income in the whole state of Texas, and 22.06% of Texas' retail sales.

If you'd like to buy this chunk of Texas most economically . . . get KTSA's complete story.

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Matchless Brand Foods	4 yrs.
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Others 1 to 2½ years and still going.

Ask for full details.

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provide adequate service for Philadelphia, then 20 channels, 50 kc wide, in the lower portion of the spectrum, plus 10 channels 250 kc wide for experimental purposes in the higher frequencies will provide future requirements of the entire industry, particularly if further development above 300 mc can be expected.

Raymond M. Wilmotte, consulting engineer, testifying on behalf of the NATO and CRB, substantiated the claims of previous witnesses and added technical data to the record. He said diathermy machines are the chief source of interference and should be shielded or operated within certain frequency bands.

Medical Diathermy Service Reported Increasing

When hearings opened Tuesday morning Dr. Lynde P. Wheeler, chief of the FCC Engineering Dept. Technical Information Section, introduced opening testimony on industrial, scientific and medical services, and asserted that the use of these services has increased greatly in recent years. Power used for the various industrial services is greater than the total consumed for communications, he said. Under Commission Order 96 some 85,000 applications for registration of medical diathermy equipment have been received, he added.

Elimination of interference from the use of medical and industrial heating equipment has become a pressing problem and can be expected to be more serious after the war, Dr. Wheeler stated. He urged the Commission to consider the necessity of protecting communications from such interference.

Dr. Alexander Senauke, acting chairman of RTPB Panel 12, requested approximately 16 channels ranging in width from 2 kc to 800 mc and in the band from 225 kc to 20,400 mc, although he said Panel 12 was not unanimous in its recommendations. The electro-medical committee was in agreement on proposed frequencies at 13, 27 and 40 mc, he said.

Carl J. Madsen, electronics engineer of Westinghouse Elec. & Mfg. Co., member of Panel 12, requested two frequencies for industrial services. Paul D. Zottu of the Girdler Corp., also a member of Panel 12, said the answer to interference from industrial services is to allocate certain frequencies, rather than attempt shielding.

George F. Russell, president of Northwest Syndicate, Tacoma, Wash., touched off a controversy with members of the RTPB when he testified it wasn't necessary to allocate fixed frequencies for industrial heat processing because of new developments in circuit designs, which eliminates the major causes of spurious radiation.

Dr. Senauke challenged Mr. Russell's contention, said the witness was not a member of the RTPB, and Chairman Fly remarked, "That doesn't make him an outlaw." Following the noon recess the argument continued with Dr. Senauke placing on the stand John F. Dreyer Jr., engineer of the Amperex Corp., who started to testify regarding a paper prepared some time ago by Mr. Russell. Chairman Fly cut him off, however.

Mr. Russell suggested the Commission's own engineers make measurement tests of three types of machines produced by the Northwest Syndicate. Chairman Fly ordered members of the Radio Intelligence Division to begin the tests immediately.

A. W. Mathis Speaks for Physical Therapy Mfrs.

A. W. Mathis, vice-president of the H. G. Fisher Co., Chicago, appearing on behalf of Panel 12 and the Physical Therapy Mfrs. Group of the American Surgical Trade Assn., said the 50,000 shortwave diathermy machines now in the hands of civilian hospitals and physicians operate in the vicinity of 40, 27 and 13 mc, although those frequencies "have no particular significance" and the machines could operate elsewhere in the "general vicinity".

Under cross-examination Mr. Mathis said shielding wasn't an adequate remedy against interference. He suggested the Commission allocate definite frequencies.

Dr. Lee DeForest, president of the Lee DeForest Labs., Los Angeles, and inventor of the vacuum tube, was given the hearings' second ovation when he took the stand. Maj. Edwin H. Armstrong, FM inventor was applauded when he testified early in the hearings.

Dr. DeForest, whose firm has been manufacturing medical diathermy apparatus for 11 years, told the FCC that the tolerance of 2%, combined with two or three definite channels allocated to shortwave diathermy, would effectively eliminate interference from radio communications and at the same time not interfere with the general application of the apparatus by the medical profession. He recommended 13, 27 and 40 mc. He said a tolerance of 7% in the 27 mc area would eliminate need for the other two bands. He advanced the belief that 50,000 machines now in service

(*Continued on page 66*)

Petrillo for FDR

RECOGNIZING that despite his differences with Roosevelt Administration, the Democratic party is more friendly to labor, James Caesar Petrillo, is sporting a Roosevelt button in his lapel, it was revealed in Chicago last week, following a conference he held with Mayor Edward J. Kelly.

CRYSTALS

HOLLISTER CRYSTAL CO.

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"Sometimes I wish she'd listen to something besides WBZ."

"Sometimes I wish she'd listen to something besides WCSH."

"Sometimes I wish she'd listen to something besides WJAR."

"Sometimes I wish she'd listen to something besides WLBZ."

"Sometimes I wish she'd listen to something besides WTIC."

People tune in the station that comes in with a good signal and has the best programs. Everywhere you turn in New England, one or another NERN station is the choice station, by virtue of clear reception and the top rated programs. All NERN stations are NBC affiliates. NERN covers New England and sells New England . . . without line charges . . . with free studio facilities in Boston, New York and Hartford . . . for only $312 per daytime quarter-hour. When you buy NERN, you buy a network.

"Sometimes I wish she'd listen to something besides WFEA."

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NERN STATIONS

	Frequency	Watts	
WBZ	1030	50,000	Boston, Mass.
WCSH	970	5,000	Portland, Maine
WJAR	920	5,000	Providence, R. I.
WLBZ	620	5,000	Bangor, Maine
WTIC	1080	50,000	Hartford, Conn.
WFEA	1370	5,000	Manchester, N. H.
WRDO	1400	250	Augusta, Maine

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National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.
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could be reconverted to "such a frequency at such a tolerance".

V. W. Sherman, manager of the industrial electronics division, Federal Telephone & Radio Corp., Newark; J. Wesley Cable, director of research and development, Induction Heating Corp.; E. L. Bailey, the Chrysler Corp.; George H. Brown, RCA labs.; Frank Curtis of Induction Heating Corp.; Wallace E. Powell, Jones & Laughlin Steel Corp.; G. P. Bosomworth, manager, engineering laboratories, Firestone Tire & Rubber Co., Akron; C. W. Blount, vice-president of the Bakalite Corp., and Paul Bilhuber of Steinway & Sons, New York, told how induction heating is used in various forms of manufacture and urged the Commission not to restrict its uses.

Other witnesses in behalf of electro-medical services included Dr. H. B. Williams, Columbia U., and Dr. E. J. C. Hildenbrand, director of the physical therapy department, Garfield Hospital, Washington, appearing on behalf of the Council of Physical Medicine, American Medical Assn.

Railroads Represented By Niesse of N. Y. Central

On behalf of the railroads, John L. Niesse, assistant to the general superintendent of telegraph and telephone, New York Central System, and chairman of Committee 7, RTPB Panel 13, asked for 88 frequencies in the 100-200 mc band; 36 additional channels "where demands are not so great", one fixed channel below 3 mc, to be shared with other services if necessary, and space in the spectrum between 2600-2700 mc for experimental purposes, with a view towards making those allocations permanent. He opened Wednesday's session.

Speaking also for the Assn. of American Railroads, Mr. Niesse said radio would be used by railroads for end-to-end communication on trains; train-to-fixed-point; yard and terminal operations. When Commissioner Jett reminded the witness that aviation services are using the 116-117 mc band, which Mr. Niesse requested for terminal operations, the witness said he thought railroad services could use frequencies below 108 mc or above 132 mc, if necessary. Mr. Niesse said he felt that assignment of frequencies would "stimulate railroad radio" and help the rail lines to perform a "better public service".

C. O. Ellis, superintendent of communications, Chicago, Rock Island & Pacific, testified that recent tests of the carriers system disclosed interference in the area of Kansas City, where four railroads use the carrier method in the VHF band. Commissioner Jett suggested further investigation on the possibility that carrier radio might also be interferring with other services in the very high frequencies.

Richard R. Mead, research director of the Greyhound Lines, appearing for A. M. Hill, president of the National Assn. of Motor Bus Operators and the RTPB, urged two-way communication between buses and fixed stations for the nations bus lines. Milo M. Dean, chairman of the intercity bus subcommittee of Committee 8, Panel 13, listed frequency needs for the bus lines as follows:

For control dispatching, 15 channels, 50 kc wide, 137.65-138.4 mc. For highway emergency service, one low frequency clear channel, 8 kc wide, in the range between 2.5-4.5 mc. For general service communications, 15 channels above 1,000 mc, band width to be 0.1% of the assigned frequencies.

Statements supporting the bus recommendations were presented by J. P. Heffernan, superintendent of drivers, Greyhound Garage, Chicago; Nyram L. Young, Atlanta, head of Safety Service, an independent organization serving various bus companies; L. H. Ristow, Chicago, chairman of the National Bus Traffic Assn.; William A. Duvall, general manager of maintenance, Greyhound Corp., Chicago; R. E. Samuelson, chief engineer of the Hallicrafters Co., Chicago, and member of Committee 8, Panel 13.

Mr. Samuelson, who gave technical data, said that control dispatching service would operate better in the 30-40 mc band than at 138 mc and should "some space between 30 and 40 mc open up through the moving of certain services above 100 mc," he requested that the FCC give the bus operators consideration.

L. W. Goostree Jr., engineer in the transmitter division of General Electric and member of Committee 8, Panel 13, submitted further technical data concerning the proposed allocations for bus services.

Two-Way Radio Asked for Trucks

John V. Lawrence, managing director, American Trucking Assn., testified that two-way radio communication is needed by America's trucking industry. He pointed out that almost half the nation's fruits and vegetables are moved to market by truck eliminating delays and saving food. The ATA will, with FCC approval, undertake to form a radio organization for all highway users.

Also testifying in behalf of the ATA and in favor of two-way radio for trucks were: D. L. Sutherland, president, Middle Atlantic Transportation Co., New Britain, Conn.; C. J. Williams, Hillside Garage & Transit Co., Milwaukee; E. S. Wheaton, vice-president, Aero Mayflower Transit Co., Indianapolis.

Marion E. Bond, member of Committee 8, Panel 13, associated with the Galvin Mfg. Co., Chicago, asked for facilities for two types of services, (1) a local service within 75-100 mile radius to be used to summon help in event of a breakdown or other highway emergency. He recommended allocation of 10 interspersed channels 40 kc wide in the 30-40 me band for local service. For the long-range needs he suggested a single clear channel between 2-4 mc to be used nationwide as an emergency and distress frequency. Testimony on telephone utilities (see page 68) concluded the allocation hearings.

Muzak's Proposal Opposed by Ryan

Says Scarce Channels Should Not Be for Limited Service

OPPOSITION to the proposal by Muzak Inc. for frequencies to be used in "narrowcasting" has been expressed to the FCC by the NAB in a letter signed by J. Harold Ryan, president.

"Narrowcasting", so dubbed because it contemplates the use of radio frequencies for a limited service to subscribers in the same manner that wired radio now operates, would require three channels for operation, according to the testimony of Joseph L. Weiner before the FCC allocation hearings on behalf of Muzak [BROADCASTING, Oct. 16].

Mr. Ryan's letter, addressed to T. J. Slowie, FCC secretary, and dated Oct. 31, follows:

> At the time of my appearane as a witness at this hearing, the Commission's attention was directed to the growth of radio broadcasting as a service to all of the American people. I emphasized the need for the allocation of sufficient space in the radio spectrum to insure the expansion of this broadcasting service into the newly developed technical fields on a sound competitive basis and on a nationwide scale.
>
> It is quite obvious from a reading of the testimony presented at this hearing that the requests for frequencies far exceed the number of such frequencies available in the useful radio spectrum. From testimony given by several witnesses it is evident that interference potentialities on frequencies in excess of 40 megacycles are greater than had previously been estimated. Therefore, the need for more channels for broadcasting is even greater than before.
>
> The Commission has received a request, through the testimony of Mr. Weiner representing Muzak, for the allocation of frequencies for an alleged new kind of broadcasting service. It is our considered opinion that this request is not for a broadcasting service, but for a multiple address radio servict. In Commission terms this type of service must properly be classified as point-to-point radio and as a Limited common carrier. This proposed service is distinguishable from broadcasting to all the public because in particular it is addressed to those limited number of subscribers who can afford to pay the extra price.
>
> The NAB urges the Commission not to sacrifice broadcasting to the public as a whole in favor of this limited common carrier point-to-point service. This point-to-point service does not require radio channels as of technical necessity. This type of service can be operated on land line systems.

PROMOTION LUNCH
Given by North Dakotans For N. Y. Executives

COMBINED advertising media of North Dakota including radio, newspapers and outdoor will sponsor pheasant luncheons Nov. 29-30 at the Waldorf-Astoria, New York, to demonstrate to some 300 advertising agency and business executives by use of colored motion pictures the State's agricultural and industrial advantages.

Jack Dunn and Tom Barnes, of WDAY Fargo, contracted to secure the pheasants for the luncheon which is the second of its type, the first having been held in Chicago in June. Other stations cooperating are KFYR Bismarck, KILO Grand Forks, KDLR Devils Lake, KLPM Minot and the North Central Broadcasting System.

ACCURACY *is Our Business*

. . . IN WAR . . . IN PEACE

CRECO CRYSTALS are put through numerous exacting final production tests before acceptance by the Army and Navy. Here you see **CRECO ACCURACY IN ACTION** as operators Check and Double-Check crystal activity and frequency deviation over wide temperature ranges, from frigid cold to hot heat, using automatic recording equipment. **CRECO IS READY** to provide the Adequate Solution to any Radio-Engineering Problem, through Knowledge, Experience and **ACCURACY** . . . and CRECO's War Job now permits the acceptance of a Limited Number of Standard, FM and Television Applications.

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HOLLYWOOD, CAL.

"BE SURE OF TOMORROW . . . BUY WAR BONDS TODAY"

"Like Talking to Your Next-Door Neighbor"

Create that mood—and your sales story GETS OVER with the great 70% who work with their hands. Here at WDZ we've been successfully creating that mood for 23 years.

Strict "DIRECTIONAL PROGRAMMING"—that's what it is! Many large advertisers have bought our time—and then extended NATIONALLY the methods discovered.

Remember, too, that fully one-third of Illinois' huge livestock population is in WDZ's Primary. Write . . .

HOWARD H. WILSON CO., New York, Chicago, San Francisco, Hollywood, Seattle

WDZ 1000 WATTS 1050 KC. TUSCOLA, ILL.

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA 5000 Watts Day 1000 Watts Night 950 kc. CBS
Spartanburg, S. C.
Represented by Hollingbery

Friendly, Persuasive personalities, plus entertainment and service geared to this six-state area GET RESULTS!

WIBW The Voice of Kansas in TOPEKA

Nationwide Radio Relay Nets Proposed

All Types of Services Would Be Handled, FCC Told

NATIONWIDE RADIO relay networks to handle all types of communications, as well as broadcast services, including television, FM, standard and facsimile and operating as common carriers, were proposed to the FCC last week by witnesses appearing at the allocation hearings in Washington.

Proponents of the relay systems included the Radio Technical Planning Board; Western Union; Raytheon Mfg. Co.; Frank H. McIntosh, Washington consulting engineer and former chief of the Domestic & Foreign Branch, Radio & Radar Division, War Production Board; International Business Machines Corp., General Electric Co.; the Bell System, and the U. S. Independent Telep. Assn.

'Major Magnitudes'

Most far-reaching of the plans were submitted by Joseph Pierson, manager of the Raytheon communications division and former president of Press-Wireless, and by Ralph Bown, director of television research of the Bell Labs. Mr. Pierson said Raytheon proposes to build a nationwide network of radio relays. Mr. Bown explained that AT&T and the Bell System anticipate a combination wire-radio system to serve all communications, including telephone subscribers.

Definite proposals to establish such relay systems were made after E. W. Engstrom, research director of RCA Labs. and chairman of Panel 9, Radio Technical Planning Board, laid the foundation by telling the Commission that "radio relay systems will constitute the projects of major magnitudes". He visioned television broadcasters as the "first and most important prospective users of radio relays" on the immediate horizon, predicting that television relay systems will be established in conjunction with coaxial cable links.

"When not used for television, the broad band of a system capable of relaying television will permit the transmission of numerous other signals," said Mr. Engstrom. He foresaw radio relay systems for use in facsimile, transmitting at the rate of "many thousands of letter pages per hour", of wide use by police, Government and business groups of facsimile.

He pointed to a growing need to interconnect new forms of business machines. Radio relays may be used for long distance multiplex telephone communication, particularly for the distribution of sound broadcasting programs, he continued. With the growth of high-speed transportation Mr. Engstrom saw the need for extensive communication and navigation aids and suggested that radio relay systems "might follow the transportation routes and might be coordinated with and, in some measure, serve not only the transport contacts en route, but also general ground communication."

Design Suggested

Relay systems are the only means for using the ultra-high and super-high frequencies for medium and long-distance overland circuits, said Mr. Engstrom. "It is believed," he declared, "that radio relay systems will eventually be the technical means for handling most of the traffic of a point-to-point or multiple addressee nature using these frequencies. Radio relay systems will constitute projects of major magnitudes and it seems reasonable, therefore, that circuits should be well loaded with a variety of services for all hours of the day and night."

He suggested that a relay route be designed for more than one wide-band circuit in each direction, wherever the load demand is sufficient. Such a system could handle television, and "a multiplicity of narrow band services; two or more television services, etc., simultaneously in either direction," he continued.

The range of frequencies to be used for radio relaying is so high that it becomes possible, said Mr. Engstrom, "to utilize each frequency channel over and over again, not only over circuits which are spaced apart geographically, but even with some limitations for a number of circuits in and out of the same city".

Favoring relay circuits is the fact that a "sizable portion" of the cost is represented by the sites and towers, according to Mr. Engstrom, who said no development could be foreseen that will destroy the value of the investments. Future developments will make it possible, he explained, to utilize higher frequencies, as the service expands and as more circuits are needed, over the same route without requiring substantial alterations in either sites or towers.

Before the war, development of radio tubes and receivers had been carried far enough to make it practical to utilize frequencies for radio relaying in the range from 300-1000 mc, said the witness. As soon as restrictions due to the war are removed, he asserted, it is anticipated that the frequency range will be extended upward, pointing to the fact that some of the early relay projects now planned will be at frequencies higher than the pre-war developments.

Towers for mounting the transmitting and receiving antennas will vary from 100-400-feet, depending on the terrain contour and repeater station spacing. For these antenna heights repeater spacings will vary from 20-40 miles. Generated transmitter powers will be just a few watts, with no need for powers greater than 100 w and with need for less power as the frequency increases. Substantial antenna power gains will be used for both transmitter and receiver. FM or some variation of frequency modulation probably will be used in radio relay systems.

On behalf of Panel 9 Chairman Engstrom made the following recommendations: 300-3,000 mc, approximately 600 mc be set aside for radio relaying services involving at least one intermediate repeater and that channels be allocated in two or three blocks; 3,000-10,000 mc, approximately 2,000 mc be set aside (a consideration of this recommendation in Panel 2 resulted in a proposal for radio relay systems between 3,900-4,450 mc, a band of 550 mc; also in the region between 5,750-6,800 mc, space was proposed for experimental relay and other experimental work).

Suggests Allocations

Above 10,000 mc, Panel 9 recommended that about one-third of the space available be set aside for radio relay systems involving one or more repeaters. Specifically the RTPB recommended that three blocks of channels be set earmarked for experimental work as follows: 10,500-13,000 mc; 6,500-8,000 mc; 26,000-30,000 mc.

Mr. Pierson, explaining that Raytheon Mfg. Co. was organized in 1922 with a capital of $25,000, sub-

"Now, if we were only staying at THE ROOSEVELT"

When you stop at The Roosevelt you don't risk getting marooned like this. For you'll be within walking range of Manhattan's Midtown activities. Direct passageway from Grand Central Terminal to hotel lobby. A reservation at The Roosevelt liquidates a lot of bother.

Rooms with bath from $4.50.

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— A HILTON HOTEL —
ROBERT P. WILLIFORD, General Manager
Other Hilton Hotels From Coast to Coast:
TEXAS, Abilene, El Paso, Longview, Lubbock, Plainview; NEW MEXICO, Albuquerque; CALIFORNIA, Long Beach, Los Angeles, The Town House; MEXICO, Chihuahua, The Palacio Hilton. Hilton Hotels. C. N. Hilton, President.

FORMER Under Secretary of State Sumner Welles (center) began his regular series of weekly commentaries on behalf of Waltham Watch Co. [BROADCASTING, Sept. 18] over the Mutual network Oct. 11, at 10-10:15 p.m. To initiate the series, Richard Humphrey (r) president of H. B. Humphrey Co., Boston, agency servicing Waltham account, and Ira Guilden, president of Waltham Watch Co. join Mr. Welles at MBS studios.

scribed by veterans of the 302d Field Artillery following the First World War, said the company today employs 6,000 persons and is producing equipment at the rate of $50,000,000 per year. The company was dedicated by charter to electronic research and now it plans to use its experiences to enter the communication business.

Raytheon has been developing communications in the super-high frequencies not now in public use, said Mr. Pierson, adding that "technical discoveries in this part of the spectrum, which we are obliged now to omit, permit a much greater range of service to the public than has been possible heretofore."

Mr. Pierson exhibited a large map showing the proposed microwave relay communication system to be operated across the U. S. by Raytheon. Eastern terminals will be at Boston, New York and Washington, with circuits following the airline routes via Cleveland, Detroit and Chicago to the Pacific terminals at Los Angeles, San Francisco and Seattle.

Terminal stations at each service point with automatic relay stations every 30-45 miles are proposed. For the system Raytheon requested three groups of frequencies at 1900, 3900 and 5800 mc, included in that portion of the spectrum recommended by the RTPB for relay services.

Raytheon Plans

Through the system Raytheon plans to provide service as follows, according to Mr. Pierson:

Complete safety service and guide for airlines, both commercial and private.

Transmitting both low and high definition television across the Conparing applications for television tinent. To that end Raytheon is preparing applications for television stations.

Transmitting broadcast programs, providing higher fidelity and superior quality than that attained by wire. This includes relaying FM broadcasts and Raytheon is preparing applications for FM stations.

Better telephonic reproduction of the human voice than now exists; providing telephone service to those areas now without it.

Broadcast services in neglected rural areas.

Development of nationwide mobile communications, including railroads and highways.

Standard communication services at a substantial savings under present rates, quality for quality, and as the service expands these savings will increase.

Bell Projects

The Bell System project contemplates use of both broad-band cable and microwave radio relays to give the "most flexible and reliable network for serving the needs of the country", said Mr. Bown. Since a greater variety of electronic tools are available for the lower end of the 500-20,000 mc band, Mr. Bown suggested that developments should first take place in the lower portion of the ultra-high frequency spectrum and progress upwards as "knowledge of the art permits".

"If the hopes we entertain for the success of the experimental system between New York and Boston are realized, the radio relay type of transmission may well become an important feature of the communications system of the future," said Mr. Bown, who recommended that the following frequencies be allocated for the AT&T-Bell proposal:

Two blocks of 20 channels each, 20 mc wide, 1900-2300 and 4000-4400 mc; a space 1000 mc wide between 11,500-12,500 mc; 10.15% of the space above 13,000 mc reserved for experimentation and to meet future public telephone system requirements for this type of radio service.

Mr. Bown also suggested with no specific reservation, that frequencies in the region of 6000-8000 mc might be necessary, particularly if crowding by other services curtails use of the 2000 mc band or if the bands above 12,000 mc prove unsuitable for relay purposes.

Radiotelephone Plan

Elaborating on the plan proposed by Mr. Bown, Austin Bailey, radio engineer of the AT&T, and vice-chairman of Committee 8, Panel 13, on Wednesday gave details of a proposed new radiotelephone service which would make possible communication between any mobile unit suitably equipped and any telephone connected with the land telephone network.

He said the service would be available to anyone, but suggested the radiotelephone would be used more widely in doctors' cars, ambulances, trucks, buses, taxicabs, public service vehicles, barges, ferry boats, towboats and possibly railroad trains and airplanes.

This proposed common carrier general mobile radiotelephone service would embrace two types of service, he explained, one primarily for urban areas and the other designed for outside or between those

WHEN DOROTHY WADMAN says—

"SPINACH"

. . . . then spinach takes on new value in the eyes of thousands of Maine women!

Mrs. Wadman knows whereof she speaks. Her daily program — POINTS AND POINTERS — at 9:45 a.m., Mondays through Fridays, is fifteen minutes of required listening for homemakers in the WGAN area. Recognized (throughout Southern Maine) as an authority on dietetics and home economics, Mrs. Wadman has gained an enormous following for her chatty and informative radio talks. Whatever product she advertises — whether food, new kitchen gadgets, cook books, or lunch boxes — is sure to become an over-night best seller in Maine!

If you wish to tap the rich Portland market, and that of 14 counties in Maine and 1 in New Hampshire, get in touch with us or any Raymer office! The opportunity to take advantage of Dorothy Wadman's proven selling ability can be yours — on an economical participation basis!

STATION WGAN PORTLAND MAINE

5000 Watts

560 Kilocycles

Columbia Hotel, Portland, Maine

CBS Member Station National Representative: PAUL H. RAYMER CO.

areas, to be known as highway service. He testified that to give highway service in the range between 50-200 mc, only 32 frequencies would be required for four simultaneous conversations with each specific station zone of about 315 square miles. For urban service in the Greater New York area, about 100 circuits will be needed, requiring 200 channels between 50-200 mc on a two-frequency basis. Those frequencies could be shared with certain other types of services.

Mr. McIntosh proposed to organize a company to operate as a common carrier, serving agencies needing radio communications. His plan involves the use of "idle time normally experienced on emergency service frequencies", utilizing the very-low frequency band around 150-250 kc as well as the ultra-high frequencies. The service would entail narrow channels.

"We propose to supply facsimile type of messages to moving vehicles and contemplate a two-way service in the ultra-high frequency band," said Mr. McIntosh. Sets would be operated on a rental basis. He proposed a central dispatching office, to which calls for doctors, taxicabs, etc., would be made, the central office in turn notifying the wanted doctor by radio.

He suggested that channels for the proposed service be provided in the low and high ends of respective bands. The proposed service would entail elaborate equipment, he said, and require exclusive use of low frequencies.

Radio-Wire System

On behalf of the U. S. Independent Telephone Assn., B. C. Burden, consulting engineer; Rear Adm. Stanford C. Hooper, USN (Ret.), former Naval Chief of Communications; and Col. William R. Blair, USA (Ret.) outlined the plan of the independents, working in conjunction with the Bell System, to create a nationwide radio-wire relay system.

"We are convinced that there is a genuine field of use for radio channels of the regional frequency type for common carrier telephone purposes," said Mr. Burden. "If we are not permitted to share in the new frequency assignments now being opened up in the region above 100 mcs, there will be a missing link in our communication system. . . . If complete and universal communication service is to be rendered, it will be imperative that a limited number of radio channels be made available to the telephone industry."

Mr. Burden testified that following studies made by the Bell System, the Independent and the RTPB, it was concluded that six primary applications of radio channels in the telephone field were recognized. These he enumerated as: Common carrier emergency service, common carrier urban mobile service, common carrier highway mobile service, special situation short haul toll trunks, special situation rural telephone service, long haul toll trunks (involving intermediate repeater stations).

The proposed system would be used to serve isolated communities; furnish telephone service to farmers, ranchers and others in remote regions; provide telephonic communication between individuals whether they be at home, in an automobile, in a boat, on a train, aeroplane "or even on foot"; make available additional short haul toll circuits; perform emergency services.

Col. Blair asked for the following allocations: For emergency radio telephone and telegraph service, 2-8 kc and 50-200 mc; for urban and highway mobile service, 50-200 mc; short haul toll service (regular), 50-200 mc; long haul toll channels, 300-15,000 mc; special rural channels (regular), 50-200 mc; remote control channels, 150-175 mc.

Adm. Hooper supported the request of the telephone companies for radio telephone channels. "It seems our case is similar to several other services applying here and that the wise solution may be to allow such services what is possible up to 300 mc, and in addition to give them, provisionally, even a larger band than they need in the ultra high frequencies and above to provide for future expansion," he said.

"Then, as it is proved that the services can safely move to the higher bands, the licensees will come forward requesting that the provisional and experimental channels in these higher bands be made regular channels, and perhaps asking to vacate the lower ones."

Booster Stations

Mr. Lemmon told the Commission that the "new development of wide band networks of automatic booster stations stretching between cities for the simultaneous carrying of television images, as well as many other new radio services, offers untold possibilities of public value".

With proper experiment a large number of multiple or multiplex services can be developed, said Mr. Lemmon, who disclosed that IBM, working with GE, is experimenting with the operation of automatic booster stations to carry at one time "two high definition television services in either direction, two or three FM broadcast channels, several facsimile channels, and a number of high speed circuits for the remote control of business machines, electric typewriters and offices of various kinds."

A nationwide system of relays would make it possible for many communities to originate good radio and television programs, rather than accept only those from New York and Hollywood.

Speaking for GE, H. B. Fancher, Radar Engineering Section No. 1, Transmitter Division, gave technical data on the GE-IBM plan and stated that to be commercially feasible, relay points, many of which will be located in relatively inaccessible places, must be designed for unattended operation.

One of the strongest proponents of the unattended satellites during the FCC hearings has been Howard Frazier, NAB Director of Engineering and RTPB Panel 4 chairman, who sees in the unattended satellite the solution to many standard broadcasting problems, greater coverage and expansion of services.

Vinson—'No Comment'

ECONOMIC Stabilization Director Fred S. Vinson said Friday he had "no comment" on the status of the legal study requested by President Roosevelt to find authority to compel James C. Petrillo, AFM president, to comply with the WLB directive of June 15 terminating the ban on new recordings at RCA Victor, NBC Recording, and Columbia Recording Co.

Roberts Is Named For Purple Heart

CLETE ROBERTS, Blue Network war correspondent, was wounded in the same Jap bombing attack on Leyte that resulted in the death of Asahel (Ace) Bush, AP war correspondent, and will receive the Purple Heart, according to word received by the Blue Network.

Mr. Roberts

Mr. Roberts suffered shrapnel wounds in his arm and shoulder. According to Art Feldman, also of the Blue, who reported the story in a Mackay radio message to G. W. (Johnny) Johnstone, received last Tuesday, Mr. Roberts will be back on the air as soon as his physical condition permits.

Mr. Roberts was in a house in Tacloban with several other correspondents, in the early morning hours of Oct. 26 when a Jap bomb fell, about 25 feet away.

Roberts was blown out of the house. When he regained consciousness, he was lying across the body of the AP correspondent, Mr. Feldman advised.

Signal Strength

Every station manager, every engineer is interested in getting the greatest coverage and the maximum signal with his equipment. That's why station managers, engineers the country over, year after year have expressed their preference for Lehigh Vertical Radiators, the tower of dependability.

Lehigh is now producing for Victory. After Victory, for FM, AM or television.

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A new type half-hour net-work show, pronounced by those who should know as having all the elements to make it a top-rating audience holder among the best complete family listeners and sales-prospects in America.

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Comparative Schedule of the Spectrum And Recommendations for Allocations

FOLLOWING is the final comparative schedule of broadcast services in the radio spectrum, showing present allocations, recommendations of the Interdepartment Radio Advisory Committee, those above 30 mc as revised by the Radio Technical Planning Board last week and suggestions offered by others:

Standard Broadcast

Present, 550-1600 kc.
IRAC, 540-1600 kc.
RTPB, 520-1600 kc.

FM Broadcast

Present, 42-50 mc.
IRAC, 42-54 mc.
RTPB, 43-58 mc, including 15 channels for educational.
U. S. Offiffice of Education 15 channels 200 kc wide, adjoining commercial FM.
Cowles Broadcasting Co., 400 channels, 100 kc wide, 60-100 mc for both educational and commercial FM. As a 5-year interim plan, 80 channels, 150 kc wide, 40-52 mc.

Television

Present 7 channels, 6 mc wide, 50-56 mc, 60-72 mc, 78-90, 96-108 mc; 11 channels, 6 mc wide, 162-168 mc, 180-192 mc, 204-216 mc, 230-242 mc, 258-270 mc, 282-294 mc.
IRAC, 9 channels, 6 mc wide, 54-108 mc; 6 channels, 6 mc wide or 3 channels 12 mc wide, 158-218 mc (primarily for television relay but possibly for television broadcasting); 31 channels, 16 mc wide, 45-1000 mc. (If 20 mc channels are required IRAC suggests ultimate allocation be extended to 960 mc, which would permit 25 channels 20 mc wide).
RTPB, 7 channels, 6 mc wide, 60-102 mc, 5 to be shared with non-Government emergency services; 11 channels, 6 mc wide, 152-218 mc, 10 to be shared with Government and non-Government emergency and miscellaneous services; 700-900 mc, television broadcasting and television relay to be abandoned when space is needed for commercial television broadcasting.
Cowles Broadcasting Co., 40 channels, 13 mc wide, 480-100 mc. Auxiliary services, including relay stations and s-t links, 30-475 mc. Links between cities and sychronization control, above 1000 mc. As a 5-year interim plan, 6-mc channels, 60-108 mc. space to be reserved ultimately for FM and facsimile and other services as indicated by expansion requirements.

Facsimile

Present, 10 channels, 25 kc wide, 25-012.5-25,262.5 kc (W2XR authorized to transmit facsimile in FM band, 43-50 mc).
IRAC, no recommendations.
RTPB, 450-460 mc when air navigation aids are discontinued after the war.
Cowles Broadcasting Co., 80 channels, 50 kc wide, utilizing FM channels, 52-56 mc; 100 channels, 50 kc wide, utilizing FM channels, 475-480 mc. As interim 5-year plan, 80 channels, 50 kc wide, 52-56 mc.

International Broadcast

Present 6000-6200 kc; 9500-9700 kc; 11,700-11,900 kc; 15,100-15,350 kc; 17,750,-17,850 kc; 21,450-21,675 kc; 25,600-26,000 kc.
IRAC, no recommendation for international broadcast channels. IRAC suggests international point-to-point relays in following space: 6250-6900 kc; 9200-9985 kc; 10,200-11,850 kc; 15,015-16,200 kc; 17,150-17,600 kc.
RTPB, same as present allocations, except 25,600-26,600 kc, which was not included.

Broadcast Relay

Present, ranges in spectrum from 1606 kc-39,820 kc. IRAC, 156-158 mc.
RTPB, 700-900 mc; 1600-1900 mc (shared with Government); 1900-2300 mc; 3900-4450 mc; 4450-4550 mc; 5750-6800 mc; 6800-7200 mc; 10,500-13,000 mc; 16,000-18,000 mc; 26,000-30,000 mc.

Amateurs

Present, 1750-2050 kc; 3500-4000 kc; 7000-7300 kc; 14,000-14,400 kc; 28-30 mc; 56-60 mc; 112-116 mc; 224-230 mc; 400-401 mc.
IRAC, 3500-3900 kc; 7000-7400 kc; 14,000-14,400 kc; 21,000-22,000 kc; 28-30 mc; 144-149 mc; 218-225 mc; 420-460 mc; 1125-1225 mc; 2500-2700 mc; 5200-5750 mc; 10,000-10500 mc; 21,000-22,000 mc.
RTPB, 3.5-4 mc; 7-7.3 mc; 14-14.4 mc; 21-22 mc; 27-29 mc; 58-60 mc; 144-148 mc; 218-225 mc; 420-450 mc (when air navigation aids are discontinued after war); 1125-1225 mc; 2500-2700 mc; 5200-5750 mc; 10,000-10,500 mc; 21,000-22,000 mc.
ARRL, 1750-2050 kc; 3500-4000 kc; 7000-7300 kc; 14,000-14,400 kc; 21-22 mc; 28-30 mc; 56-60 mc; 112-116 mc; 224-230 mc; 448-480 mc; 896-960 mc; 1792-1920 mc; 3584-3840 mc; 7168-7680 mc; 14,336-15,360 mc; 28,672-30,720 mc and up.
Cowles Broadcasting Co., 56-60 mc.

KIEV, KMTR Renewals

LICENSE renewals for regular period were granted by the FCC last week to KMTR Los Angeles and KIEV Glendale on the basis of information submitted to the Commission which supports claim that the operation of the two stations is under different management and control. Reed E. Callister, minor stock holder in both licensees and formerly director and officer of both, has resigned his management affiliation with KMTR, in which he at one time also held controlling interest. [BROADCASTING, April 10]. Evidence also showed that operation of the two stations has been separate and would continue as such.

Swank Talent Change

MISS SWANK, New York, lingerie manufacturers, previously reported to be replacing *Relaxation with Music* on 27 MBS stations, Sunday, 9:45-10 p. m., has shifted its account to William H. Weintraub & Co., New York, and Nov. 5 changed program from a musical show with Jean Tighe, Bob Barry and Dick Adams and his orchestra to a show built around Jerry Cooper, screen singing star, with Nat Brusiloff's orchestra and a female announcer, Doris Dalton. Title will remain the same for the present.

Miss Hart to Joske's

EULALEE HART, formerly with Westinghouse stations WOWO and WGL Fort Wayne, Ind., writing and producing, has been appointed radio director for Joske's of Texas, department store, handling an experiment in radio promotion for the store in cooperation with the NAB. A graduate of Ohio State, Miss Hart was active in the educational station there, said to be the first of its kind.

Rem News

MARYLAND Pharmaceutical Co., Baltimore, as part of its national spot campaign for Rem, Oct. 10, for 26 weeks started sponsorship of *Blue Correspondents at Home & Abroad* on WJZ New York, as a weekly quarter-hour. Business was placed through Joseph Katz Co., New York.

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VERTICAL TUBULAR STEEL RADIATORS
Now Available for Prompt Delivery
subject to existing regulations
Your post-war plans are now a step nearer reality, with the news that Lingo Radiators are back in production. Deliveries can now be made in a few weeks to those with proper priority to cover the purchase of new equipment. If you are interested in lowest maintenance costs and highest performance, then Lingo meets your toughest requirements. Radiators are available in standard heights —100 to 500 feet. Lingo also produces tubular steel poles for the support of FM, Television and other UHF antennas.
Our staff will be pleased to provide you with the complete story as it applies in your own case. In writing, please give location, power, frequency of station, and indicate radiator height desired.
JOHN E. LINGO & SON, INC.
Est. 1897 Camden, New Jersey
LINGO VERTICAL TUBULAR STEEL RADIATORS

"ORDERING 104 MORE SHOWS"
advises Fred Cannon—ALL-CANADA RADIO LTD.
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Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

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Actions of the FEDERAL COMMUNICATIONS COMMISSION

OCTOBER 28 TO NOVEMBER 3 INCLUSIVE

Decisions . . .

OCTOBER 23

WOL Washington, D. C.—Granted mod. license change corporate name to Cowles Broadcasting Co.

KRNT Des Moines—Same.

Fidelity Media Broadcasting Corp., Newark, N. J.—Placed in pending file application new FM station.

Frontier Broadcasting Co., Austin, Tex.—Same.

Frontier Broadcasting Co., Waco, Tex.—Same.

Hearst Radio Inc., Milwaukee—Same.

The Huntsville Times Co., Huntsville, Ala.—Same.

The Toledo Blade Co., Toledo—Same.

Mrs. W. J. Virgin, Medford, Ore.—Same.

WDOD Broadcasting Corp., Chattanooga, Tenn.—Same.

Board of Education, Toledo City School Dist., Toledo—Placed in pending file application new noncommercial educational station.

OCTOBER 30

Salt Lake City Broadcasting Co., Salt Lake City—Granted CP new standard station, 910 kc 1 kw DA-DN.

KASA Elk City, Okla.—Granted vol. assgn. license from E. M. Woody to Southwest Broadcasting Co. for $11,250.

KGY Olympia, Wash.—Granted vol. assgn. license from KGY Inc. to Tom Olsen. No money involved.

KGA Spokane—Designated for hearing application for CP change 1510 kc to 880 kc, increase 10 kw to 50 kw, install new transmitter and make changes DA-N; to be heard with KDYL application.

KDYL Salt Lake City—Designated for hearing application for CP change 1320 kc to 880 kc, increase 5 kw to 10 kw, install new transmitter and make changes DA.

WNEL San Juan, P. R.—Granted license renewal for period ending 11-1-45.

WSAI Cincinnati—Granted license renewal for regular and synchronous amplifier for period ending 11-1-45.

WSMB New Orleans—Granted license renewal for period ending 11-1-45.

KEX-KGW Portland, Ore.—Present license extended on temp. basis only pending determination license renewal applications, for period ending 1-1-45.

William B. Rubin, Milwaukee—Denied petition filed against CBS, MBS, NBC and Blue, requesting Commission to issue orders directing stations concerned to show cause why their licenses should not be revoked.

National Assn. of Broadcasters—Granted request for postponement of date for filing appearances and oral argument re proposed rule on identification of program sponsors; extended period to 11-27-44.

KMTR Los Angeles, KIEV Glendale—Granted license renewals for regular period on basis information submitted to Commission showing stations are not under common control.

WITH Baltimore—Granted CP new developmental broadcast station to operate on frequencies to be assigned by Commission, 1 kw, AO and special emission for FM.

WAPI Birmingham—Granted CP new developmental station, frequencies to be assigned by Commission, 250 w, AO and special emission for FM.

WAPI Birmingham—Granted CP new developmental station, 1 kw, frequencies to be assigned by FCC, AO and special emission for FM.

Temple V. Ehmsen, Portland, Ore.—Granted CP new developmental station, frequencies to be assigned by Commission, 1 kw, AO and special emission for FM.

WSB Atlanta—Granted CP new developmental station, frequencies to be assigned by Commission, 700 w, AO and special emission for FM.

WHDH Boston—Granted CP new developmental station, 49,900 kc and other frequencies to be assigned by Commission, 1 kw, special emission for FM.

Mutual Broadcasting System, New York—Denied request for waiver Sec. 3.406 to permit broadcast of 45-minute *Mediation Board* program without station identification at half-hour.

OCTOBER 31

The Walmac Co., San Antonio—Placed in pending file application for CP new FM station.

Keystone Printing Service, Waukegan, Ill.—Same.

Midland Broadcasting Co., Kansas City—Same.

Milwaukee Broadcasting Co., Milwaukee—Same.

WAVE Louisville—Same.

Birmingham Broadcasting Co., Birmingham, Ala.—Same.

The Outlet Co., Providence, R. I.—Placed in pending file application for CP new commercial television station.

Indianapolis Broadcasting Inc., Indianapolis—Same.

Central Ohio Broadcasting Co., Columbus—Same.

WJNO West Palm Beach, Fla.—Granted mod. CP authorizing move transmitter for change in requested site.

KPQ Wenatchee, Wash.—Granted extension special service authorization 560 kc 1 kw D 250 w N unlimited for 60 days commencing 11-1-44; conditions.

NOVEMBER 1

J. W. Birdwell, Nashville, Tenn.—Granted petition for leave to amend application new station; application retained in docket.

KOB Albuquerque, N. M.—Granted petition intervene in hearing on application of KXA for mod. license.

WENY Elmira, N. Y.—Granted petition to intervene and enlarge issues in hearing scheduled Nov. 15 re application Finger Lakes Broadcasting System for new station.

Seneca Broadcasting Corp., Rochester, N. Y.—Granted motion amend application for CP and application as amended be retained on hearing docket.

KXA Seattle, Wash.—Passed over petition for leave to amend application.

Applications . . .

OCTOBER 24

WHEB Portsmouth, N. H.—Special service authorization operate from 7 a. m. EST to LS during Nov., Dec., Jan., Feb. in order to broadcast "no school" notices.

Ludington Broadcasting Co., Ludington, Mich.—License to cover CP new standard station (WKLA).

WSTP Salisbury, N. C.—CP new FM station, 49,300 kc, 6,950 sq. mi., $41,500 estimated cost.

WJAG Norfolk, Neb.—License to cover CP authorizing change frequency.

Contra Costa Broadcasting Co., Richmond, Cal.—CP new FM station, 49,500 kc, 4,490 sq. mi., $30,300 estimated cost.

OCTOBER 30

Palladium-Times Inc., Oswego, N. Y.—CP new FM station, 48,900 kc, 2,392 sq. mi., $14,610 estimated cost.

Robert W. Rounsaville, Cleveland, Tenn.—CP new standard station, 1450 kc, 250 w unlimited amended to change frequency to 1340 kc.

Greensboro News Co., Greensboro, N. C.—CP new FM station, 45,500 kc, 5,820 sq. mi., $79,800 estimated cost.

Hutchinson Publishing Co., Hutchinson, Kan.—CP new FM station, 43,300 kc, 15,200 sq. mi., $62,000 estimated cost.

KGGF Coffeyville, Kan.—License to cover CP install new transmitter.

State U. of Iowa, Iowa City—Mod. CP new noncommercial educational station (KSUI) for extension completion date from 1-16-45 to 7-16-45.

KFOR Lincoln, Neb.—CP new FM station, 47,300 kc, 18,300 sq. mi., $102,200 estimated cost.

NOVEMBER 1

Pursley Broadcasting Service, Mobile, Ala.—CP new standard station, 1490 kc 250 w unlimited.

Raoul A. Cortez, San Antonio—CP new standard station, 1300 kc 1 kw D.

Midwest Broadcasting Co., Milwaukee—CP new standard station, 1250 kc 5 kw unlimited DA-N.

San Diego Broadcasting Co., San Diego, Cal.—CP new standard station, 1130 kc 1 kw unlimited DA-DN.

NOVEMBER 2

Skyland Broadcasting Corp., Dayton, O.—CP new standard station, 980 kc 500 w D.

Wichita Broadcasting Co., Wichita, Kan.—CP new standard station, 1490 kc 250 w unlimited.

The Times-Mirror Co., Los Angeles—CP new commercial television station Channel 5.

KOAM Pittsburg, Kan.—CP change 810 kc to 860 kc, D to unlimited, 1 kw to 5 kw, install new transmitter, move transmitter and install DA-N (petition to reinstate).

Santa Catalina Island Co., Avalon, Cal.—CP new FM station 43,700 kc, 34,500 sq. mi., $223,000 estimated cost.

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Program Director—Announcer. 8 years in radio; married, 4F; programming - announcing, all phases. Sober, talented. Salary $50 weekly. Box 551, BROADCASTING.

Account Executive to join recognized medium size Chicago agency in a new business development capacity. Must have agency experience, excellent references, good contacts and strong sales ability. Give complete information in first letter. Our executive staff is familiar with this advertisement. All applications will be kept in strictest confidence. Box 612, BROADCASTING.

Announcer—With experience on panel and transcription tables, by 1000 watt midwestern network station. Excellent working conditions and top salary to start. Write giving full particulars care Box 829, BROADCASTING.

Announcer—by NBC affiliated station in South Carolina. Permanent position with opportunity for advancement on merit. Must have ability to get along with people. Veteran with honorable discharge preferred. Give full information to Box 844, BROADCASTING.

Salesman—NBC basic station in eastern city for local and regional accounts. Excellent opportunity for earnings. Replacing top salesman who is leaving to start advertising agency. Box 845, BROADCASTING.

Wanted—First class licensed operator by Intermountain regional network station. Give full particulars in first letter. Address Box 851, BROADCASTING.

Announcer for 50,000 watt CBS station. Excellent opportunity for top-notch, reliable man. Submit transcription with application. Box 855, BROADCASTING.

Wanted—Commercial man who can do some announcing. With family, over 30 years old, must be willing to work and stick to the job. Salary $200 per month, small Texas station. If you want to work and have permanent job with advancement, write or wire Box 858, BROADCASTING. No drifters wanted. Could also use full-time announcer.

Disc jockey—With personality that seeps through a loud speaker. Must be experienced in platter chatter. For all-nite platter show, midnite to 7, six nites a week. In answering, please state your experience and salary desired. Box 861, BROADCASTING.

Radio technician—Holding 1st or 2nd class license. For an all-nite platter show, midnite to 7, six nites a week. In answering, please state your experience and salary desired. Box 862, BROADCASTING.

Announcer wanted! Must be experienced. Top salary paid for right man. Send voice transcription and full particulars to A. R. Cooper, Program Director, WFDF, Flint, Michigan.

Wanted—Experienced commercial announcer for 1 kw station. Give experience and references in first letter of application. Address KPAC, Drawer 511, Port Arthur, Texas.

Announcer needed. Apply at once. WDRC, Hartford 4, Conn.

Chief engineer fully experienced for 250 watt network station. KCMC, Texarkana, Texas.

Help Wanted (Cont'd)

Copy writer experienced. Good position with 1,000 watt midwest station. Weekly salary starts at 50 dollars for 50 hours for man who can produce salable commercial copy. Send full particulars and sample scripts with first letter, to Elmer Knopf, WFDF, Flint, Michigan.

Announcer-operator wanted. Must have first class radio-telephone license and be capable of announcing news and commercials. Give experience, draft status and salary required first letter. Radio Station KSEI Pocatello, Idaho.

Announcer-operator wanted. 1,000 watt Blue affiliate, daytime station. State salary, age and draft status. Stan Mayer, WTAW, College Station, Texas.

Newscaster for KFOR, Lincoln, Nebraska. Two news services, four machines, new downstairs newsroom. A news conscious station wants a good man who wants a good future. Write, wire or phone details, salary, snapshot to Mel Drake, Stuart Building.

Announcer for KOIL, Omaha, Nebraska. Good future in a good live station. Write, wire or phone details, salary and snapshot to Gordon Gray, Omaha.

WSKB, McComb, Miss. expanding its operations has immediate permanent positions for first operator and restricted third operator, also male announcer, experienced news and commercials. Good pay. Write or wire, WSKB, McComb, Miss.

Want top-notch radio salesman, permanent position. Excellent opportunity for advancement. Send photo, past experience and reference, KDYL, Salt Lake City 1, Utah.

Two announcers. Good opportunity for experienced men on NBC affiliate. $40.00 base weekly, plus overtime at time and one half. Want permanent men who are sober and conscientious. Write or call Manager, WFOR, Hattiesburg, Miss.

Experienced announcer, capable of handling heavy commercial schedule, including news. Must operate controls. Restricted, or better, license helpful, but not essential. $40 to $50 per week to dependable man. Radio Station WLAG, LaGrange, Georgia.

Situations Wanted

Experienced radio executive. Formerly controlling large local accounts. Now available for sales management of progressive eastern seaboard station. Profit sharing basis or over-ride on increase business acceptable. Available November 1. Box 267, 246 Fifth Ave., New York City.

Announcer—29, veteran. One year experience. Immediately. Also, news. Box 857, BROADCASTING.

Salesman—Good record, references, ideas. Available now. Give full information. Box 859, BROADCASTING.

Announcer—available after November 12, straight announcing, experienced news writing, newscaster 4F. Married prefer New England. Box 849, BROADCASTING.

Chief engineer—Family man now employed, with 15 years commercial radio engineering experience desires position as chief engineer with west coast or Rocky Mountain region station. Familiar with FCC regulations and hearings and experienced from operating to chief engineer to building several stations complete. Left broadcast field short time ago to take position as special civilian engineer working with Armed Forces; work successfully concluded. Can be available about 30 days. Box 825, BROADCASTING.

Transmitter engineer. Permanent position near Chicago - Milwaukee. Box 846, BROADCASTING.

Would you be willing to give an experienced man who has done all phases of announcing from sports, special events, ad-lib record shows to straight and news a crack at program directing? Has been in radio since the carbon mike era and is now earning $325 per month. Write Box 848, BROADCASTING.

PROGRAM-PRODUCTION DIRECTOR. 14 YEARS BACKGROUND IN RADIO. NOW EMPLOYED AT 5 KW STATION. WANTS TO MAKE CONNECTION WITH LARGER STATION OR GOOD AGENCY. FAMILY-MAN. GOOD REFERENCES. ALL REPLIES HELD CONFIDENTIAL. BOX 852, BROADCASTING.

Experienced narrator, newscaster, announcer-sportscaster desires well paid staff and specialty position. Box 850, BROADCASTING.

Situations Wanted (Cont'd)

CBS producer several current coast-to-coast shows finds present setup limits advance. 15 years radio as announcer, producer, program director, writer, station manager, 6 years newspaper experience, also television, theatre, publicity. College graduate, 35 years, draft exempt, $100. Best references. Wants permanent job with future. Box 856, BROADCASTING.

Wanted to Buy

Tower, around 250 feet. Also ground wire. Box 804, BROADCASTING.

Recorder, portable. State make, model, condition, price desired. Box 854, BROADCASTING.

Will pay cash for 250 watt transmitter. FCC approved. Box 860, BROADCASTING.

Wanted to buy for cash—1 visual frequency monitor, 1 modulation monitor, 1 volume limiting amplifier with tubes, 1 3-watt monitor amplifier with tubes, 1 studio speech input console with tubes, 2 transcription turntables with lateral pickups. The above is for a 250 watt A.M. transmitter. Central Louisiana Broadcasting Corp., Box 1845, Alexandria, La.

Wanted—Frequency monitor and modulation monitor. Phone Central 6595, collect, Chicago, Mr. Clifford.

Wanted—any type vertical antenna. Phone collect Central 6595, Chicago, Mr. Clifford.

Wanted—One or two studio control console with amplifiers. One RCA MI-4849-C vertical pickup head and one RCA MI-4856-A lateral pickup. Also, one pocket type stop-watch. KIDO, Boise, Idaho.

Wanted—Any FCC approved frequency monitor. Also, approved modulation monitor. Wire WCMC, Texarkana, collect.

For Sale

Complete recording setup with new soundproof studio. Western Electric amplifiers, also Presto portable 6C turntable 80 A amplifier. South Texas. Box 847, BROADCASTING.

ASSISTANT CONTINUITY EDITOR WANTED

by one of America's foremost radio stations! Must know ropes for here is position broadening in responsibility with expansion of organization including FM and television. Applicants to be considered—first on management ability to help get big job done in big way by staff of experienced writers—secondly upon his own writing ability. Write Managing Director Karl Koerper, KMBC of KANSAS CITY. Send complete details including draft status, salary requirements, photograph, educational background, references, etc.

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You don't need one to buy Andrew Type 737

7/8 DIAMETER COAXIAL CABLE

Soft Temper, in 100 ft. coils

Surplus material, released by the War Production Board for sale without priority

ANDREW CO.

363 East 75th St.
Chicago 19

SERVICE DIRECTORY

"GEARED TO AM-FM EXPANSION"
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Washington, D. C. Hollywood, Cal.

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Custom Built Broadcast and Laboratory Equipment
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SOUND EFFECTS
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Accurate Concise Dramatic
LYN PEL
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WKAT (BLUE) 4th YEAR

The **SCHOOL** *of* **RADIO TECHNIQUE**
(America's Oldest School Devoted Exclusively to Radio Broadcasting)
8 Weeks' Evening Course
NOVEMBER 14
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DECEMBER 4
Taught by Network Professionals, for Beginner & Advanced students, include:
- Announcing
- Station Routine
- Newscasting
- Acting
- Continuity Writing
- Diction
- Commentating
- Voice

Co-ed. Moderate rates. Inquire! Call or Write for Booklet B.
R.K.O. BUILDING RADIO CITY, N.Y.
CIRCLE 7-0193

FM Will Be Standard Radio Within a Decade, Says Lewis

Kenyon & Eckhardt V-P Explains Why American Network Dissolved; Sees New Services

FM WILL BE the standard type of broadcasting in 10 years, William B. Lewis, vice-president of radio at Kenyon & Eckhardt, predicted at the opening fall radio luncheon of the American Marketing Assn. in New York.

Mr. Lewis, former general manager of the defunct FM American Network, said the shift to FM will give that medium a chance to serve a quality market as well as the mass market services of the present networks which by then will have switched to FM operation.

Paradoxically, the surge of applications for FM stations early this year that foreshadowed the eventual dominance of this better type of broadcast service, caused the American Network's dissolution, Mr. Lewis said, by forcing the present networks to protect themselves by providing for dual AM and FM broadcasting of their programs. Since their most important affiliates are generally those which have also gone into FM, the American Network members were forced to choose between a present profitable affiliation and a gamble on future profits five years hence. "Even to a backward mathematician," Mr. Lewis said, "that is only a $1 question."

Sees Lone Hope

The one possibilty for keeping the FM network alive, through erection of second FM stations by members, one for present network programs, the other for new program service from American Network, was effectively blocked by the FCC rule prohibiting ownership of more than one station in a community, he said.

Foreseeing all broadcasting FM except for possibly eight ultra-high-powered AM stations for remote areas within ten years, Mr. Lewis said that in addition to the present mass market network service, there will be a place for a class market service, programmed for families of better-than-average intelligence, income and buying power, which might fill up some of the wide space that currently exists between available audience and sets-in-use. He cited the important newspaper publishers, who missed out on radio 20 years ago, now are buying FM stations or applying for construction permits, as a possible foundation group for such a network.

Audience reactions to the program service of WRGB, General Electric video station in Schenectady, which celebrates its fifth anniversary of regular service Nov. 6, were analyzed by R. L. Gibson, in charge of GE's radio and video programming. Major finding, he said, is that interest in television does not end with the novelty stage, coincidental surveys of typical program evenings showing 60.6% of sets were in use. Average audience is four or five persons per set, he said, with four adults and one child making up the average viewing group.

Live programs are generally preferred to motion pictures, he said, but added that this is probably because the movies are not first run and also are not for telecasting.

LeGear's Big List

DR. L. D. LEGEAR Medicine Co., St. Louis, has placed announcements for 26 weeks on the following stations through Simmonds & Simmonds, Chicago:

KFPW KTHS WBDO WAVE WLBZ KYSM KXOK WKRC KCRC WSBA KOA WOWO WAOV KVGB WFDF KWOC KWTO KMMJ WMC KGNC WTAW KCMC KOB KWFT WNAX KRLD KTSA WIBW WWVA WJJD WWL WSVA KVOO WJLD WBHP WLAY WJHO WHBB WJRD KFFA KBTM KOTN KUOA KGIW KIUP KFXJ KOKO KGEK WTMC WGAU WGAA WMJM WBLJ WGGA WKEU WLAG WMGA WRLC WAYX WRGA WJBC WDWS WEBQ WJPF WLDS WHBU WTRC WKMO WLBC WKBV KROS KFVD KBIZ KGNO KTSW KIUL WLBJ WHLN WOMI WPAD WAGM WDBC WDMJ WJMS WHLS WTCM KWLM WARM WCBI WJPR WGRM WGCM WFOR WAML WSKB WMIS WQBC WELO KWOS KDRO KORN KGKY KAVE KICA KWEW KGFL KTNM WMBO WBTA WALL WHDL WMFF WNBZ WBBB WEGO WGNC WGBR WGRC WHKY WMFR WFTC WHIT WCBT WEED WRRF WPAY KVSO KASA KSWO KHBG WBBZ WISR WCED WMRF WOLS WCRS WFIG, KGFX KWAT WOPI WJZM WHUB KRIC KNEL KBWD KEYS KAND KDNT KGBS KSAM KOCA KPAB KFRO KRBA KRLH KNET KPDN KPLT KIUN KXOX KTEM KGVB KVWC KVIC WCHV WKEY WFVA WMVA WLPM WINC WLOG WAJR WHBY WBRW WCLO WOMT WIGM WIBU.

Laverne M. Poast Joins Lent Engineering Firm

LAVERNE M. POAST, for the last three years with the National Bureau of Standards, Washington, this week will join the staff of Worthington C. Lent, consulting engineers, International Bldg., Washington, according to Mr. Lent.

Mr. Poast

Mr. Poast headed a group engaged in research on specialized radio equipment and on high-frequency ionospheric wave propagation at the Bureau. He received his B.S. degree in electrical engineering at the U. of Wisconsin in 1935 and for the following four years was with Jansky & Bailey, pioneer Washington consulting engineer firm. During 1939-40, he studied communications engineering in the postgraduate school of Ohio State, after which he returned to Jansky & Bailey for a year. He joined the radio section of the Bureau of Standards at the outbreak of the war.

CBS Names Fellows

HAROLD E. FELLOWS, general manager, WEEI Boston, CBS O and O station, has been named to the new post of manager of New England operations of CBS. Frank Stanton, CBS vice-president, said a reorganization within the station's executive personnel, would give Mr. Fellows added time for his new duties.

Phone Line Video Arouses Interest

EXPERIENCED radio engineers look with skepticism on the proposal of Homer E. Capehart, president of the Packard Mfg. Co., Indianapolis, that televised programs can be transmitted on a nationwide network employing ordinary telephone lines.

In a demonstration in Indianapolis a week ago, Mr. Capehart displayed for newspapermen and other observers a mockup transmission system employing standard No. 19 gauge telephone wire.

It was reported that the transmission was carried over 10 miles of such landlines, and that there was no discernible difference between the result and that presented by a corollary transmission over a shorter length of coaxial cable. The high cost of coaxial cable—$10,000 per mile—has been viewed by many as a deterrent in the rapid development of a video network.

Engineers interviewed after the demonstration was completed stated that the use of ordinary telephone lines was practicable over short hauls, but would not be adaptable if great distances were to be covered, unless some special device for equalizing losses sustained in transmission were developed. Mr. Capehart, in announcing his development, did not mention any such special device.

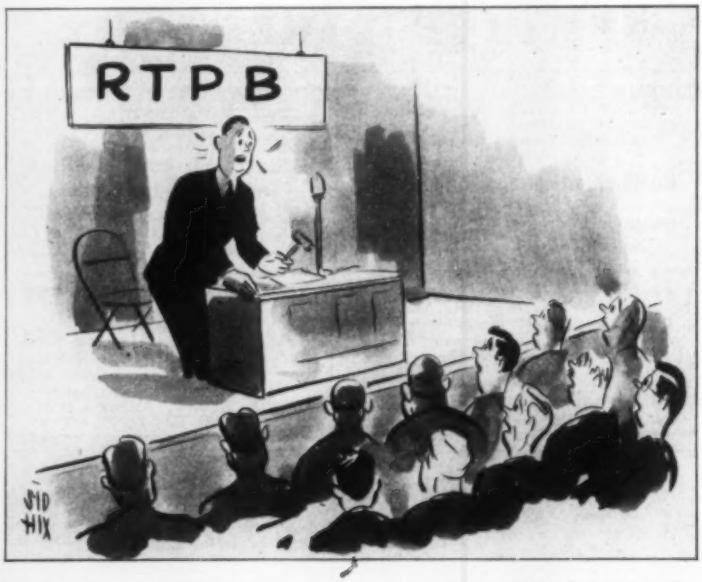
NAB Granted Plea for Delay Of Sponsor Identity Hearing

FOR THE first time in many a day, a formal FCC notice last week announced granting of a request by the NAB. The Commission last Monday announced it had granted the NAB's petition for postponement of date for filing appearances and oral arguments on its proposed sponsor identity rule, with the arguments originally set for Nov. 10 deferred until Nov. 27 [BROADCASTING, Oct. 30].

Appearances were to have been filed by Nov. 1 under the original order and this date was postponed to Nov. 14.

Additional time was sought by Philip G. Loucks, former NAB managing director and special counsel in the Section 317 proceedings, to explore means of clarifying the proposed new rule. The oral arguments on Nov. 27 will be scheduled if requests are filed. It is possible that the informal discussions between counsel for NAB, the FCC and other interested groups may yield an interpretation which would make formal hearings unnecessary.

If the interpretation of the proposed rule, regarded as too rigid in its present form, permits mere mention of product or company as sufficient to identify the sponsors of commercial programs, it is doubted whether station, advertiser or agency opposition will develop. If, on the other hand, it is ruled that sponsor identity requires clear-cut mention of company ownership and the like, hearings probably will be requested.



Drawn for BROADCASTING by Sid Hix

"Meeting Is Now Adjourned Due To the Failure of the P.A. System."

These war years have been strenuous years for media, for clients and, perhaps, particularly for you as agencies. Overnight many of your clients' sales problems, advertising problems and distribution problems have reversed themselves completely.

MANY clients with war orders have had large budgets, but no consumer merchandise to sell. Clients not in war production have had curtailed budgets, and have been restricted from producing enough to meet the demand their advertising created.

In other fields Advertising has had to move merchandise and still retain the good will of distributors operating at the disadvantage of merchandise scarcity.

But alert advertising men are looking ahead, now, to the perhaps not-too-distant day when a Seller's Market will evaporate—when war expanded production facilities will be ready to turn out the needs of a civilian economy—when manufacturers will be bending every effort to rehabilitate their distributive organizations.

This is a challenge which Advertising welcomes . . . It must not only create demand equal to our greater production capacity and provide for adequate distribution, it must also be productive itself. It must add to the sum total of the national wealth and the standard of living, by bringing more of the good things of life to more people.

Today—you are proud of your clients and their war records. Tomorrow—will they be equally proud of your peacetime advertising achievements? This is a problem that must be met squarely and honestly.

We are thinking about the problem here, planning and doing things, so that we will be ready when the time comes to help you do your post-war job better.

WLW

Division of The Crosley Corporation

THE NATION'S MOST MERCHANDISE-ABLE STATION

CINCINNATI 2, OHIO